

CEDIA EXPO 2015

EXHIBITOR MANUAL REFERENCE GUIDE

[Download all order forms \(pdf format, 17.8 MB\)](#)

[Download printable version of Exhibitor Manual with all order forms \(pdf format, 19.1 MB\)](#)

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DEADLINES CHECKLIST



Click here to add the Exhibitor Checklist tasks and deadlines to your calendar

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		ITEM	COMPLETE BY
MAY	<input type="checkbox"/>	Add Exhibitor Blog to your Favorites to stay up-to-date on important updates and reminders	Right Away
	<input type="checkbox"/>	Make hotel reservations through CEDIA EXPO Housing	Right Away
JUNE	<input type="checkbox"/>	Update exhibitor listing for printed Show Guide	Right Away
	<input type="checkbox"/>	Update exhibitor listing for CEDIA EXPO mobile app	Right Away
	<input type="checkbox"/>	Review booth display guidelines	Right Away
	<input type="checkbox"/>	Take advantage of Marketing Toolkit that comes with your booth	Right Away
	<input type="checkbox"/>	Begin submitting product launches, special events, giveaway, and video challenge for promotion	June 1
	<input type="checkbox"/>	Submit Custom Guest Pass order to receive passes by early July	June 18
		Last day to submit entry for 2015 CEDIA Electronic Lifestyles® Awards Program	June 19
JULY	<input type="checkbox"/>	Register exhibitor personnel badges	July 8
	<input type="checkbox"/>	Last day to update exhibitor listing for printed Show Guide Changes made after this date will only appear online and in mobile app	July 10
	<input type="checkbox"/>	Last day to notify Show Management of intent to have any of the following: Covered Structure, Two-Story Booth, Trailer or Vehicle Display, Static Balloon Display	July 31
AUGUST	<input type="checkbox"/>	Review material handling information and identify your specific targeted freight move-in date	Right Away
	<input type="checkbox"/>	Last day to assign names to hotel reservations in your block	August 4
	<input type="checkbox"/>	Submit Custom Guest Pass order to receive passes by late August	August 11
	<input type="checkbox"/>	First day to request Pre-Show Press List	August 14
	<input type="checkbox"/>	Last day to submit Media Preview participation	August 28

DEADLINES CHECKLIST (CONTINUED)

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		ITEM	COMPLETE BY
SEPTEMBER	<input type="checkbox"/>	Submit floral order	Right Away
	<input type="checkbox"/>	Last day to submit Conference & Sound Suite order to add to existing booth	September 1
	<input type="checkbox"/>	Last day to place lead retrieval order to receive discounted rates	September 3
	<input type="checkbox"/>	Last day to place booth security order to receive discounted rates	September 15
	<input type="checkbox"/>	Last day to place AV orders to receive discounted rates	September 15
	<input type="checkbox"/>	Last day to submit and pay for electrical and plumbing orders to receive discount	September 15
	<input type="checkbox"/>	Last day to submit product launches, special events, giveaway, and video challenge for promotion	September 15
	<input type="checkbox"/>	Advance shipments to Shepard warehouse accepted September 17 – October 5	September 17
	<input type="checkbox"/>	Last day to submit Exhibitor Appointed Contractor notification and insurance	September 17
	<input type="checkbox"/>	Last day to submit hanging sign orders	September 17
	<input type="checkbox"/>	Last day to place Shepard orders to receive discount on furniture, carpet, labor, etc.	September 24
	<input type="checkbox"/>	Last day to place order for catering without incurring fees	September 24
	<input type="checkbox"/>	Last day to submit and pay for internet order to receive discount	September 24
	<input type="checkbox"/>	Last day to make changes to hotel reservations Excludes Omni (September 14) and NYLO Dallas South Side (September 16) hotels	September 29
OCTOBER	<input type="checkbox"/>	Booth material shipping directly to convention center accepted October 8-16 Refer to targeted move-in floor plan for specific freight arrival date for your booth	October 8
	<input type="checkbox"/>	First day to pick up badges onsite	October 12
	<input type="checkbox"/>	Deliver press kits to Press Room D221	October 13 at 12 Noon
	<input type="checkbox"/>	CEDIA EXPO 2015 October 14 -17 (Tradeshow Dates: October 15-17)	October 14-17
	<input type="checkbox"/>	Complete post-show survey received today	October 26

GENERAL INFORMATION

Location:

Kay Bailey Hutchison Convention Center
650 S. Griffin Street
Dallas, TX 75202
www.dallasconventioncenter.com



CEDIA EXPO 2015:

Wednesday, October 14 – Saturday, October 17

CEDIA EXPO officially begins on Wednesday, October 14 with CEDIA Training and Manufacturer Product Training (MPT) sessions. The show floor does not open until Thursday.

Tradeshow Dates & Hours:

Thursday, October 15	9:00 a.m. – 6:00 p.m.
Friday, October 16	9:00 a.m. – 6:00 p.m.
Saturday, October 17	9:00 a.m. – 5:00 p.m.

IMPORTANT! If you have a balance due to CEDIA by October 6, 2015, your freight will not be delivered to your booth space and your orders will not be honored until payment is received in full for your exhibit space.

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KEY CONTACTS

CEDIA EXPO Show Management

7150 Winton Drive

Indianapolis, IN 46268

800.669.5329 or 317.328.4336

cedia.net/expo

General Exhibitor / Booth Questions

Danielle Mulvaney

OR

Jennifer Roth

dmulvaney@cedia.org

jroth@cedia.org

Booth Changes / Changes to Booth Contract

CEDIA Account Representatives

sales@cedia.org

Sponsorships

CEDIA Account Representatives

sales@cedia.org

Exhibitor Hotel Reservations

CEDIA EXPO Housing, powered by Meeting Services Unlimited

877.307.0325

CEDIAhousing@conventionmanagers.com

NEW! Exhibitor Blog

Stay up-to-date with the latest news, tips, and resources exclusively for CEDIA EXPO exhibitors!

[Click here](#) to follow the Exhibitor Blog!

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CEDIA EXPO Show Management



Debbie Antrim
Sr. Director of Tradeshows & Events
dantrim@cedia.org
800.669.5329 x132



Jennifer Roth
Director of Tradeshows & Events
jroth@cedia.org
800.669.5329 x139

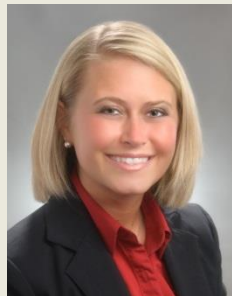


Danielle Mulvaney
Tradeshow & Events Assistant
dmulvaney@cedia.org
800.669.5329 x112

CEDIA Account Representatives



Ron Fleming
Sr. Director of Sales
& New Business
Development
rfleming@cedia.org
800.669.5329 x136



Ashley Sprengnether
Account Rep.
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800.669.5329 x129



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jlarsen@cedia.org
800.669.5329 x153



David Smith
Account Rep.
dsmith@cedia.org
800.669.5329 x135

GENERAL SERVICE CONTRACTOR



Shepard Exposition Services
603 W. Landstreet Rd.
Orlando, FL 32824
Tel: 407.888.9669
Fax: 407.888.2301
Email: orlando@shepardes.com

Shepard Services Include:

Material Handling/Drayage*
Labor*
Rigging*
Carpet
Booth Furnishings
Cleaning*
Display Rental

[SHEPARD ORDER FORMS \(PDF\)](#)

ORDER ONLINE

www.shepardes.com

How to access Shepard Services Online:

- Login using your email address (provided by Show Management) and Password CEDIA15
- Once Logged in, review your profile information

Questions about ordering online? [Click here](#) for the online ordering instructions.

Click here to access these Shepard forms:

- [Payment Authorization](#)
- [Shepard Terms & Conditions](#)
- [Third Party Payment Authorization](#)

*Exclusive provider

OFFICIAL SHOW CONTRACTORS

AV

Markey's Rental & Staging

Contact: Mark Turner

Tel: 317.781.4110

Email: cediabooths@markeys.com

ORDER FORM

Cable TV*

Time Warner Cable Business Class

Contact: Odette Almonte

Tel: 210.510.3812

Email: odette.almonte@twcable.com

Web: business.timewarnercable.com

Catering*

Centerplate

Contact: Sujey Rubio

Tel: 214.743.2404

Email: sujey.rubio@centerplate.com

ORDER FORM

MENU

Electrical*

Kay Bailey Hutchison Convention Center

Convention Services

Tel: 214.939.2726

Fax: 214.939.2740

ORDER FORM

Floral

TLC National Florist

Tel: 770.507.6777

Email: plant@tlc-florist.com

Web: www.tlc-florist.com

ORDER FORM

Host & Hostess

LB & Associates

Contact: Lisa Breitman

Tel: 323.363.5435

Email: lisa@lbandassociates.com

Web: www.lbandassociates.com

ORDER FORM

Hotel Reservations

CEDIA EXPO Housing

powered by Meeting Services Unlimited

Tel: 877.307.0325

Email: CEDIAHousing@conventionmanagers.com

Web: expo.cedia.net

HOTEL RESERVATIONS

Internet & Network*

SmartCity

Tel: 888.446.6911

Fax: 702.943.6001

Email: csr@smartcity.com

ORDER FORM

Lead Retrieval Solutions

ITN International

Tel: 801.676.7933

Email: exhibitors@itnint.com

Web: www.bcard.net

ORDER FORM

ORDER ONLINE

Show Code: CEDIA15

Liability Insurance

Benefit Resourcing International

Contact: Michael George

Tel: 317.735.4072

Email: mgeorge@amj.ins.com

Web: www.totaleventinsurance.com

ORDER ONLINE

Photography Services

The Photo Group

Contact: Nicole Kamens

Tel: 800.752.6913

Fax: 707.474.3832

Email: nicole@thephotogroup.com

Web: www.thephotogroup.com

ORDER FORM

Plumbing*

Kay Bailey Hutchison Convention Center

Convention Services

Tel: 214.939.2726

Fax: 214.939.2740

ORDER FORM

Security

Dupree Security Group, Inc.

Contact: Les Dupree or Mary Brown

Onsite Tel: Ryan Worsham, 770.294.6283

Tel: 404.350.8355

Email: les@dupreesecurity.com or
mary.brown@dupreesecurity.com

ORDER FORM

*Exclusive provider

QUICK FACTS

[SHEPARD ORDER FORMS \(PDF\)](#)
[ORDER ONLINE](#)

ALL UTILITY AND ANCILLARY FORMS SHOULD BE FAXED TO THE NUMBER INDICATED ON FORM. PLEASE DO NOT SEND UTILITY AND/OR ANCILLARY FORMS TO SHEPARD.

BOOTH PACKAGE

Items provided in your booth, per exhibitor: 8' High backwall drape, 3' High sidewall drape
7"x44" Cardstock Identification Sign
(For standard in-line booths only)

Show drape color: Black

Aisle carpet color: Black

EXHIBIT SHOW SCHEDULE

General Exhibitor Move-in:	Monday, October 12, 2015	7:00 AM – 10:00 PM
	Tuesday, October 13, 2015	7:00 AM – 10:00 PM
	Wednesday, October 14, 2015	7:00 AM – 9:00 PM
<i>Refer to targeted move-in floor plan for move-in dates based on booth size and location</i>		
Exhibit Hours:	Thursday, October 15, 2015	9:00 AM – 6:00 PM
	Friday, October 16, 2015	9:00 AM – 6:00 PM
	Saturday, October 17, 2015	9:00 AM – 5:00 PM
Exhibitor Move-out:	Saturday, October 17, 2015	5:00 PM – 12:00 Midnight
	Sunday, October 18, 2015	6:00 AM – 12:00 Midnight
	Monday, October 19, 2015	6:00 AM – 12:00 Midnight
	Tuesday, October 20, 2015	6:00 AM – 12:00 Noon
Freight Re-route Time:	Tuesday, October 20, 2015	11:00 AM
<i>All carriers must be checked in by 8:00 AM</i>		

IMPORTANT DEADLINES

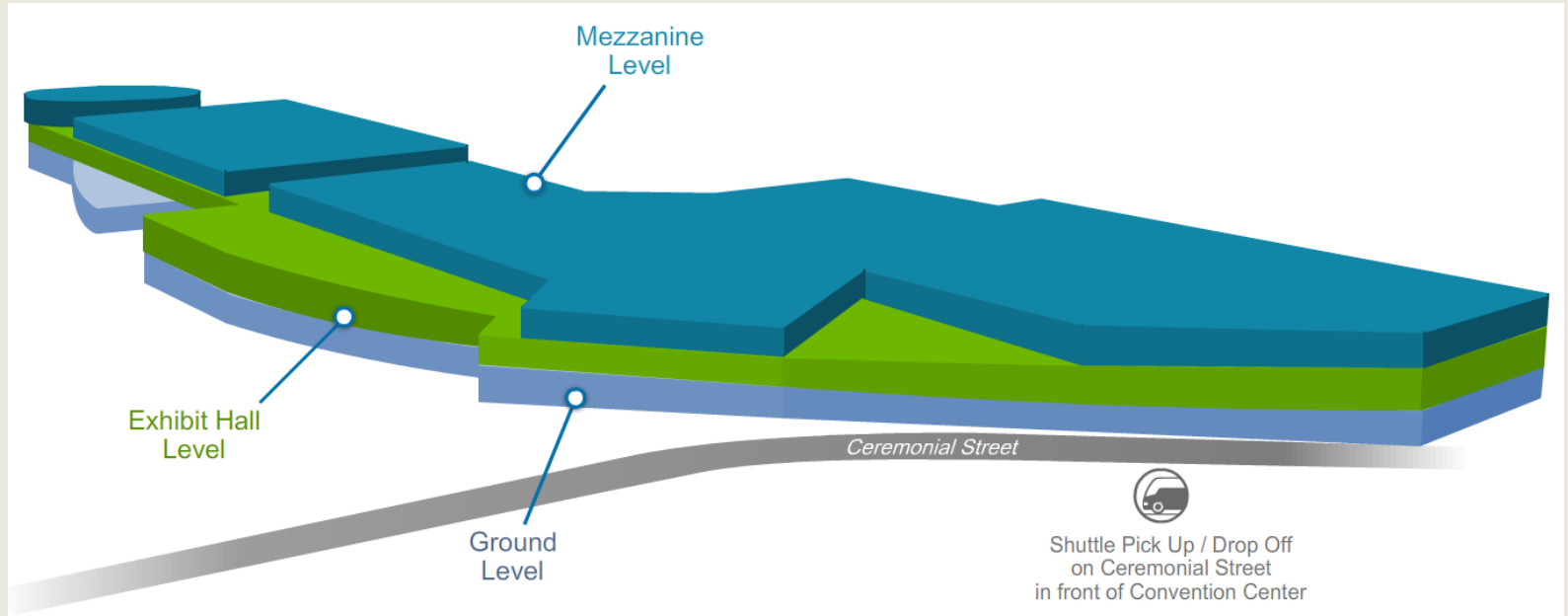
Exhibitor appointed contractor notification deadline:	Thursday, September 17, 2015
Discount price deadline for standard Shepard orders:	Thursday, September 24, 2015
First day for warehouse deliveries without a surcharge:	Thursday, September 17, 2015
Last day for warehouse deliveries without a surcharge:	Monday, October 5, 2015
Last day for all warehouse deliveries:	Friday, October 9, 2015
First day freight can arrive at show facility:	<i>Please refer to targeted move-in floor plan for freight arrival day based on booth size and location.</i>

SHIPPING ADDRESSES

Advance Shipments Address	Direct Shipments Address
[Exhibiting Co. Name & Booth Number] CEDIA EXPO c/o UPSF/Shepard Exposition Services 4666 Duncanville Rd Dallas, TX 75236	c/o Shepard Exposition Services [Exhibiting Co. Name & Booth Number] CEDIA EXPO Kay Bailey Hutchison Convention Center 650 S Griffin Street Dallas, TX 75202

FLOOR PLANS

Kay Bailey Hutchison Convention Center



[Click here](#) to view the current online floor plan.

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CONVENTION CENTER: LEVEL ONE

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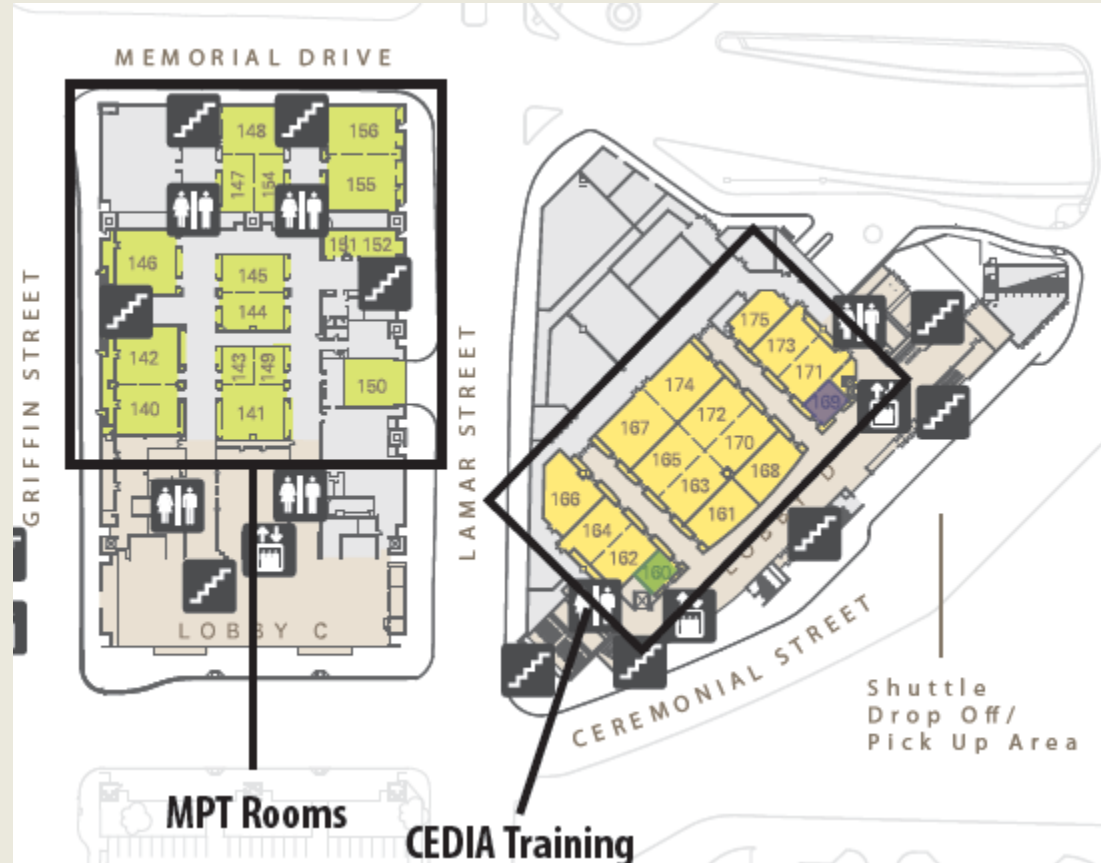
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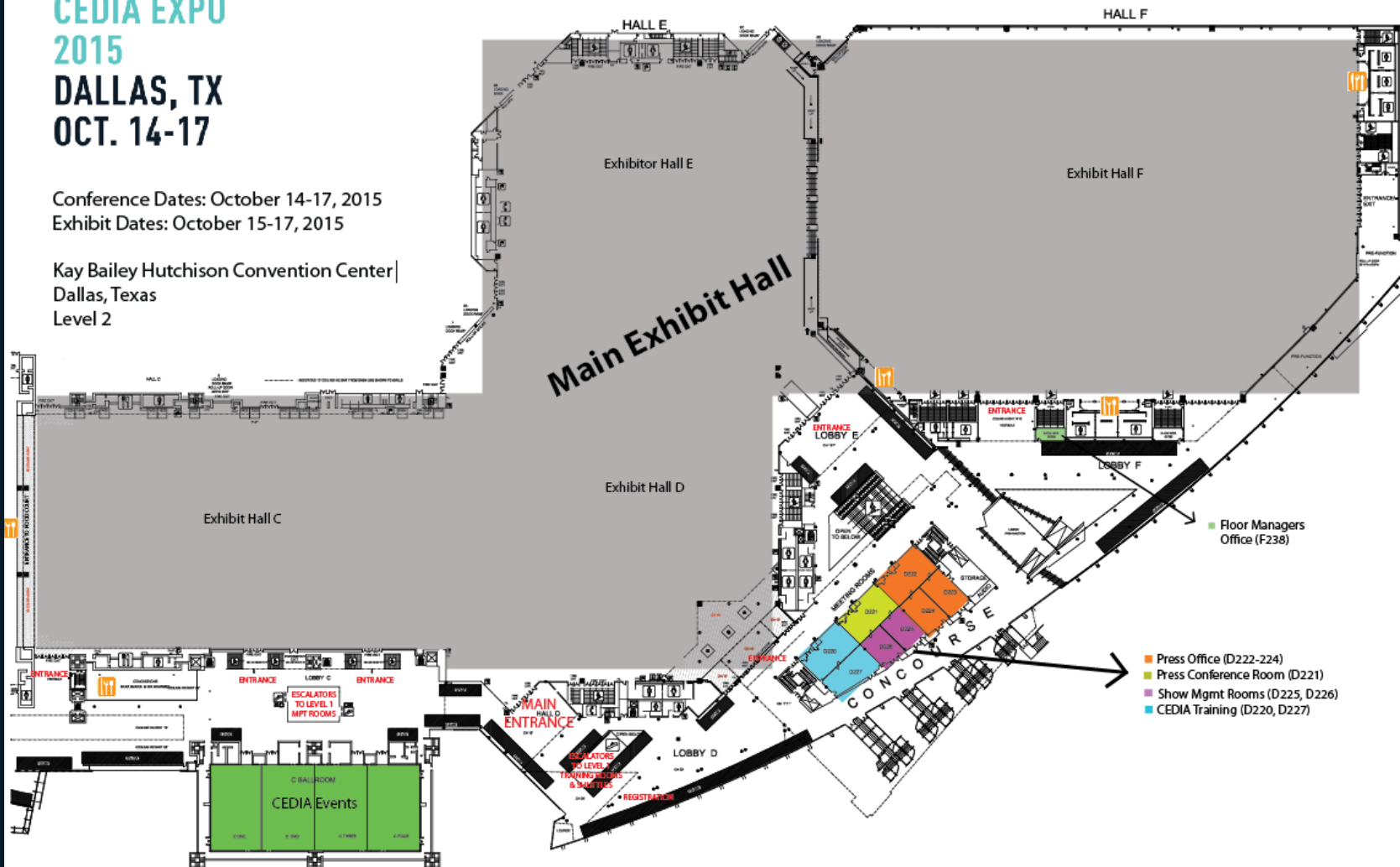
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CONVENTION CENTER: LEVEL TWO

CEDIA EXPO
2015
DALLAS, TX
OCT. 14-17

Conference Dates: October 14-17, 2015
Exhibit Dates: October 15-17, 2015

Kay Bailey Hutchison Convention Center |
Dallas, Texas
Level 2



SHEPARD GLOSSARY OF TERMS

Advanced Freight – Refers to freight that has been sent to Shepard's warehouse prior to the event move in.

Advance Order – An order for services sent to service contractor prior to installation date.

Aisle Carpet – The carpet that is placed on the event floor in the aisles to separate the booths.

Back Wall – Refers to the drape used at the rear of a standard booth.

Bill of Lading – A legal document that establishes the terms between the shipper (exhibitor) and transportation company (carrier) for the transport of goods between specified points for a specified charge. A Bill of Lading is required to be filled out and turned in at the Shepard Service Desk at the close of the show, after the exhibitor is all packed up, in order to Shepard to release the freight to the transportation company (carrier)

Booth Package – This term describes the equipment supplied to exhibitors from show management.

Certified Weight Ticket – Certified weight ticket is a required documented measurement used for shipping exhibit properties. All carriers checking into a Shepard marshaling yard are required to present a certified weight ticket at check in.

Common Carrier – A transportation company moving exhibitor freight, which usually only accepts crated materials that it can consolidate with the properties of other customers into one shipment bound for the same destination. Only Shepard can accept freight from a common carrier.

Corner Booth – An exhibit space with exposure on at least two aisles, usually found at the end of a row of inline booths.

CWT – "Century Weight" or "hundredweight". The total weight of a crate is divided by 100 to obtain billable weight. 51,000 lbs / 100 = 510 cwt

Drayage – The service that includes delivery of materials to an exhibit space, removal of empty crates, storage of crates during the event, return of crates at the end of the event, and delivery of materials to the carrier loading area.

DT Labor – Double-time labor, or work performed on double time and charged at twice the published rate.

Empty Sticker – A colored sticker used to mark empty crates and boxes for storage provided in the material handling service. See Service Desk for empty stickers.

Exclusive Contractor – One who holds an exclusive contract with a facility or event manager to provide specified services to that facility or event.

Exhibitor-Approved Contractor (EAC) – Also called an independent contractor, a supplier hired by an exhibitor to perform trade event services independently of event management-appointed contractors.

Exhibitor Kit – Also known as a Service Manual, this is package of information that contains all rules, regulations and ordering forms relating to an exhibition, provided to exhibitors by event management.

Facility Carpeted – Indicates the exhibit hall and/or ballroom in which the event is taking place is already carpeted.

Floor Order – An order for product or service placed after Advance Deadline therefore not eligible for discounted rates.

Floor Port – A utility box recessed in the floor containing electrical, telephone or plumbing connections.

Freight – Exhibit properties and other materials shipped for an exhibit.

Freight Desk – The area where inbound and outbound exhibit materials are handled at a trade event.

Forklift /Ground Rigging – Handling and assembly of machinery that requires the use of a forklift. This includes positioning and/or re-skidding of exhibitor material, machinery and equipment.

Hard wall – A type of exhibit construction in which walls are made of a solid material, rather than fabric.

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I&D – Installation and dismantling of an exhibit by a labor source. Exhibitors may order this service from the general contractor.

ID Signs – Typically a 7" x 44" cardstock sign that contains exhibitor name and booth number.

In-line – An exhibit that is constructed in a continuous line with other exhibits.

Island Exhibit – An exhibit with aisles on four sides. There is no pipe and drape construction provided to Island booths.

Labor – Contracted workers who perform services. When labor is ordered, hours are based on estimates and will be billed actual time incurred. Requested times are not guaranteed and are based on availability. Minimum of one hour will be charged. Additional time will be billed in increments. Rates are based on when labor was performed: ST, OT, DT.

Logistics – Point to point transportation services for freight by an appointed carrier.

Marshaling Yard – A lot where trucks gather for orderly dispatch to event site. When Shepard provides a marshaling yard, all carriers must check in, present a weight ticket, and will be guided to the docks to unload when a space is available. The same is true for the out of the show. Applicable fee applies.

Move In – Refers to the date and time that exhibitors gain access to a facility and are able to begin the construction and/or set up of their booth.

Mobile Spotting Fee – The charge for Shepard personnel to safely guide vehicles operated by exhibitors on the exhibit hall floor when approved by show management and if Shepard determines such activity to be operationally feasible and safe. All vehicles operated on the exhibit hall floor must be escorted by Shepard personnel. All local fire marshal rules and regulations apply. Please call customer service for details.

Move-out – The date/time specified by event management for dismantling exhibits and clearing the exhibition floor. Also referred to as Tear Down.

Padded Van Shipment – Uncrated goods covered with blankets or other protective padding and shipped via van line.

Perimeter Booth – A booth space on an outside wall.

Pipe and Drape – Tubing covered with draped fabric to make up rails and back wall of a trade show.

Porter Service – A service that includes the emptying of wastebaskets within the booth at specific intervals during the show.

Quad Box – Four electrical outlets in one box provided by the electrical contractor.

Registration – This refers to an area that event management uses to register and check in event exhibitors, buyers and attendees. This is the place in which show badges can be obtained.

Rigger – A skilled worker responsible for handling and assembly of machinery.

Right-to-Work state – A state where no person can be denied the right to work because of membership or non-membership in a labor union. See the Union Rules and Regulations within your manual for specific guidelines.

Service Desk – The location at which exhibitors order services.

Side Rails – The wall between two booths used to divide exhibits, typically 3' high.

Skirting – Decorative covering around tables and risers. Tables are skirted on 3 sides unless additional skirting is ordered.

Special Handling: An additional charge that applies to exhibits shipments requiring extra labor, equipment, or time for delivery to exhibit space.

ST labor – Straight time labor, or work performed during normal hours at the standard rate.

Targets – Exhibitor move in date/time prior to general move-in available by appointment only.

Visqueen – A clear heavy plastic sheeting that is placed over exhibiting carpeting after it is laid in order to protect it until show opens.

RULES & REGULATIONS

- Booth Display Guidelines
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 - Trailers & Vehicle Displays
 - Static Balloon Displays
 - Lighting Changes over Booth
- Union Labor & Jurisdictions

BOOTH DISPLAY GUIDELINES

Standard/Linear/In-Line Booth

Standard/Linear Booths have only one side exposed to an aisle (or two sides exposed to an aisle if booth is on a corner) and are generally arranged in a series along a straight line.

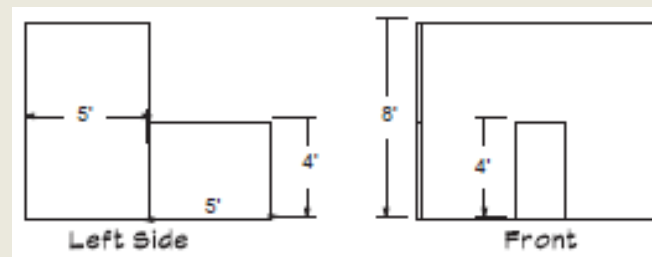
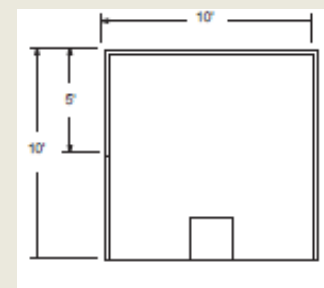
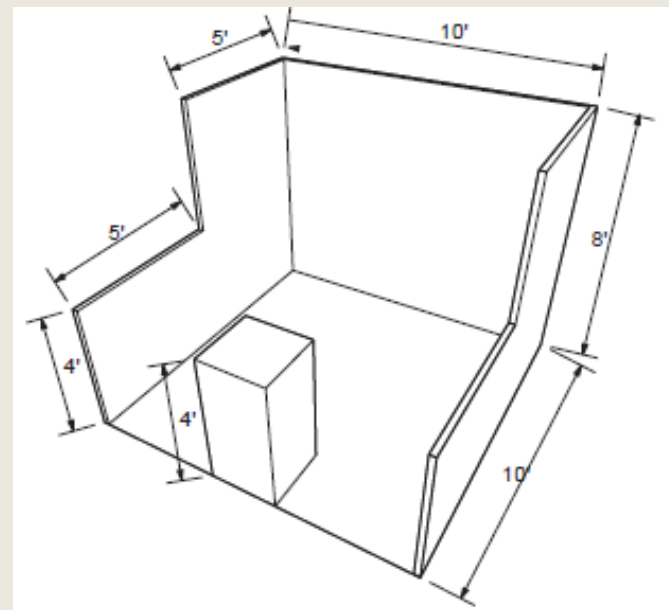
Dimensions

Linear Booths are most commonly ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. The maximum backwall height is limited to eight feet (8').

Use of Space

Regardless of the number of Linear Booths utilized, (e.g. 10'x20', 10'x30', 10'x40', etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)

Hanging signs are not permitted in Standard Booths.



BOOTH DISPLAY GUIDELINES (CONTINUED)

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

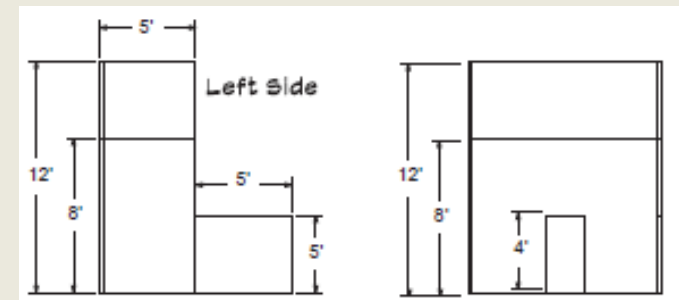
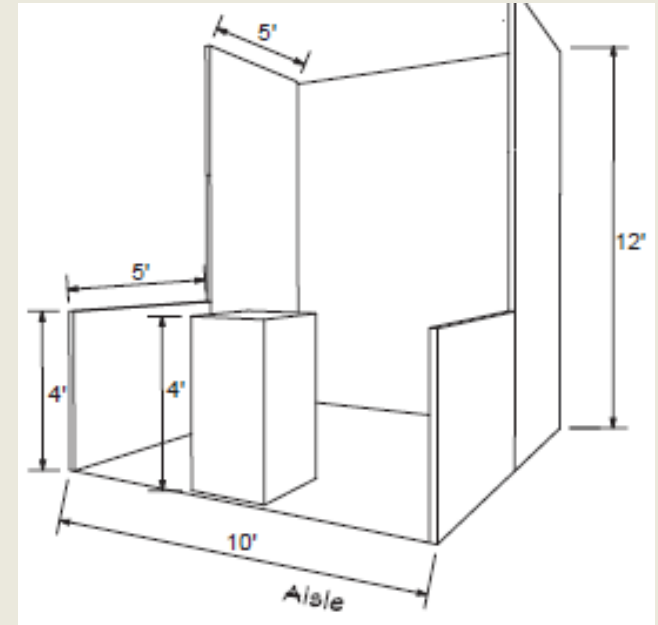
Dimensions

Linear Booths are most commonly ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. The maximum backwall height is limited to eight feet (12').

Use of Space

Regardless of the number of Linear Booths utilized, (e.g. 10'x20', 10'x30', 10'x40', etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)

Hanging signs are not permitted in Perimeter Booths.



BOOTH DISPLAY GUIDELINES (CONTINUED)

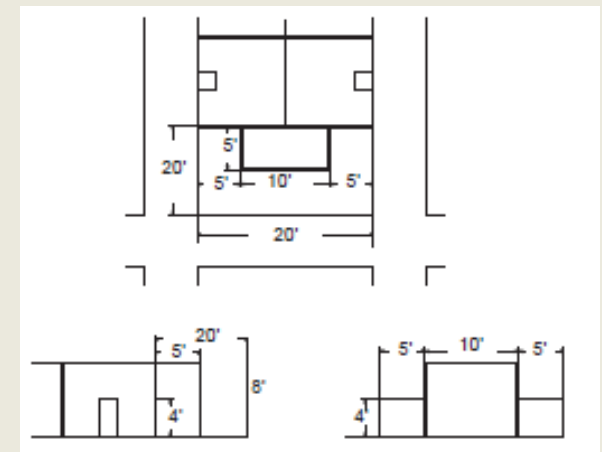
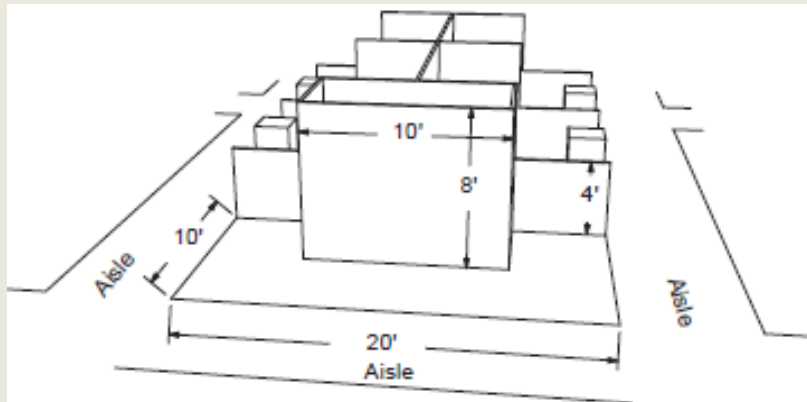
End-Cap Booth

An End-Cap Booth is exposed to aisles on three sides and composed of two booth spaces where Standard/In-Line booths are on the back side of the end-cap booth.

Dimensions & Use of Space

End-Cap Booths are generally ten feet (10') deep by twenty feet (20') wide. The maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

Hanging signs are not permitted in Perimeter Booths.



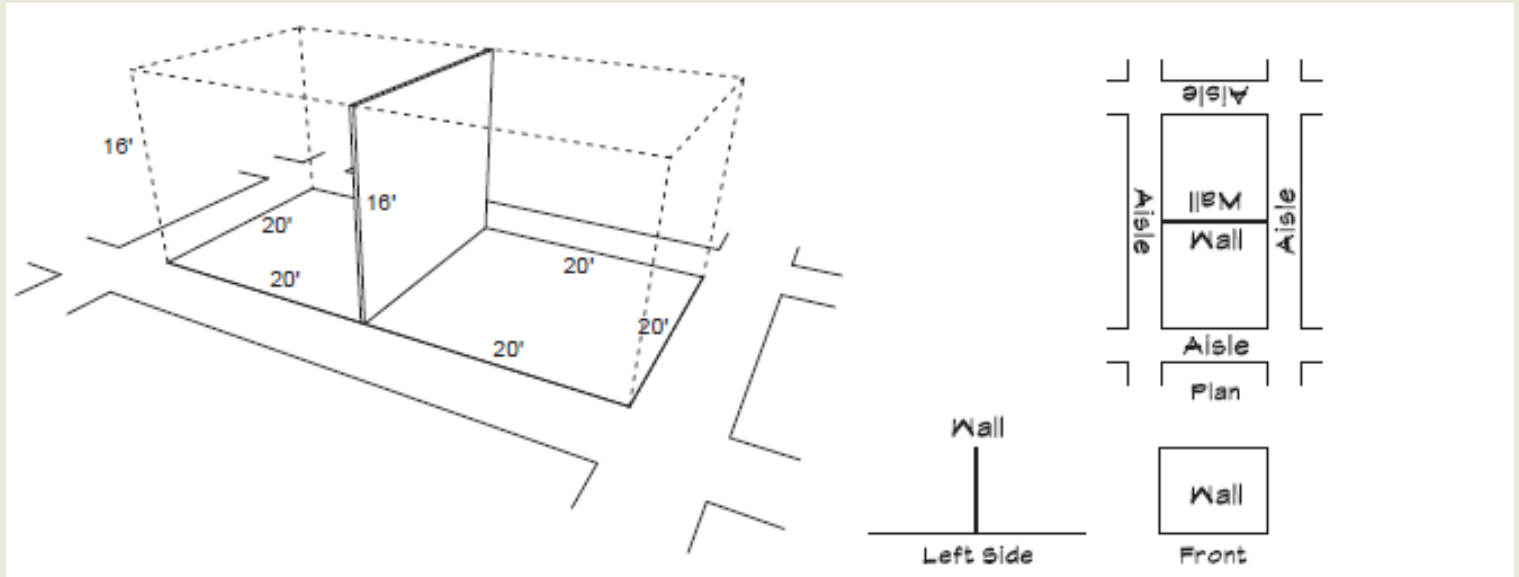
BOOTH DISPLAY GUIDELINES (CONTINUED)

Split Island Booth

A Split Island Booth is a 20'x20' or larger booth that shares a common backwall with another 20'x20' or larger booth. The entire cubic content of this booth may be used, up to the maximum height, without any backwall line of sight restrictions. Sixteen feet (16') is the maximum height allowance, including signage.

All booths that are smaller than a 20'x20' and share a common backwall with another 20'x20' or smaller are considered Standard/Linear/In-Line Booths. This Split Island Booth restriction does not apply.

Hanging signs are not permitted in Perimeter Booths.



BOOTH DISPLAY GUIDELINES (CONTINUED)

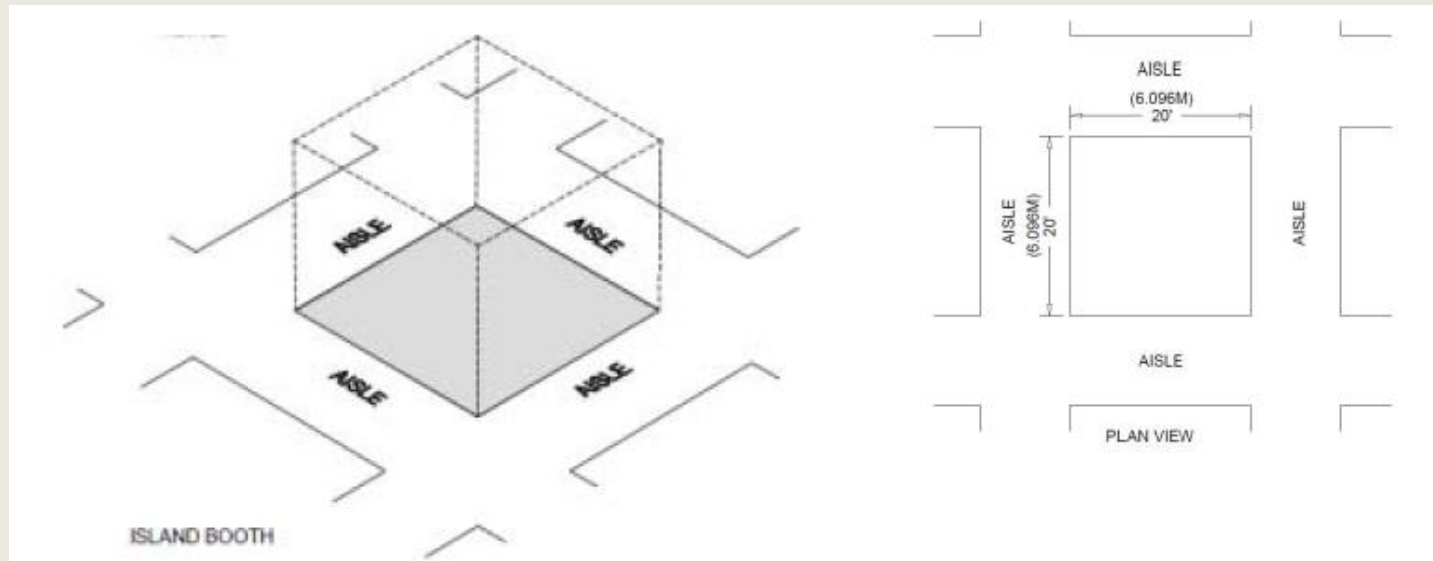
Island Booth

An Island Booth is any size booth exposed to aisles on all four sides. An Island Booth is typically 20'x20' or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is twenty feet (20').

Hanging signs are permitted only in Island Booths 20'x20' and larger where all sides of the booth are 20' or longer. The sign must stay within the footprint of the booth space, and there is no minimum or maximum height requirements for the sign, other than the ceiling height.



HANGING SIGNS

Hanging signs are permitted only for Sound Rooms and Island Booths 20' x 20' and larger where all sides of the booths are 20' or longer.

Hanging signs must stay within the footprint of the booth, and there is no minimum or maximum height requirement for the sign – other than the ceiling height. Ceiling height varies throughout the exhibit hall, please contact Show Management for the ceiling height over your specific booth.

Exhibitors are strongly encouraged to send hanging signs separate from all other exhibit materials to the advance warehouse using the special Hanging Sign Shipping Labels. Refer to Shipping Information section for information.

MORE INFORMATION

Hanging signs are **NOT** permitted for any other booth type including:

- Standard/Linear Booths

- Perimeter Booths

- Island Booths SMALLER than 20' x 20' where any side is 10' or less

EXHIBIT REGULATIONS

Refer to Rules & Regulations for complete descriptions and additional information

Age Restriction

Booth personnel must be 18 years of age or older. Attendees must 18 years or older to register and attend. CEDIA reserves that right to refuse admittance to anyone under the age of 18. Proof of age is required on show site. No strollers permitted on the show floor.

Carpet

Carpet, or another type of floor covering, is mandatory for all booths. Booth carpet must extend to the aisle. If gaps exist, Shepard will install carpet at the exhibitor's expense.

Displays with Unfinished Sides/Surfaces

All exposed parts of displays and/or equipment must be appropriately finished or covered in a professional manner so they do not present any unsightly appearance when viewed from adjoining booths or aisles. Show management may order masking drape at the exhibitor's expense where it is deemed necessary.

Exhibitor Appointed Contractors

Planning to use an Exhibitor Appointed Contractor (EAC) for any services at CEDIA EXPO 2015? Complete and submit the authorization form with required documentation for each contractor to Shepard, if hiring a service contractor(s) other than the official contractor selected by show management. Form and certificate of insurance must be submitted by September 17.

Display Vehicles and Trailered Exhibits

Passenger cars are subject to a \$150 spotting fee and any vehicle larger than a passenger (including trailered exhibits) may be subject to a \$500 spotting fee.

Some situations may require the owner/driver to operate the vehicle during placement and departure. Due to insurance liabilities a Shepard employee must be in the vehicle and spotters will direct to booth space. If an exhibitor needs Shepard to supply a power unit (tractor, forklift, manpower to push, etc.) or additional Shepard labor to get a correct placement in the booth, the labor and equipment rental will be an additional charge. Many times with large units it is necessary to adjust the placement with forklifts to achieve the degree of accuracy needed.

EXHIBIT REGULATIONS (CONTINUED)

Filming and Video Recording Rights; Electronic Messages

From time to time, photographs, motion pictures and/or video recordings may be made in the Show Facility, which recordings may include images of Exhibitor, its employees, agents and related merchandise and displays. Exhibitors may not hinder, obstruct or interfere in any way with such photography or recordings whether by Show Management, its agents, attendees or other exhibitors, and hereby consent to Show Management's use of such recordings for commercial purposes. To the extent necessary to fulfill Show Management's express obligations hereunder, Exhibitor hereby grants Show Management a non-exclusive, royalty- free, revocable, non-transferable worldwide license (without the right to sublicense) to use Exhibitor's trademarks, service marks, logos, trade names, copyrighted content, hypertext links, domain names, icons, buttons, banners, graphic files and images.

Height Restrictions

All exhibit height restrictions are in accordance with IAEE (International Association of Exhibitions and Events) regulations.

Soliciting

There is NO SOLICITING permitted outside of exhibit spaces. Literature, samples, and giveaways must be disbursed from within the assigned exhibit space. No exhibitor person, hired staff (including models), firm, or organization shall distribute advertising materials in the halls, or corridors, or in any way occupy or use the facility for any purpose inconsistent with Show Management's Regulations. Exhibitors will not be allowed to project images onto aisles, ceilings, walls, or any other surface outside the assigned exhibit space. No refunds will be provided for badges when an exhibitor person, firm, hired staff, or organization is asked to leave the premises.

Sound and Noise

A noise level that is not prohibitive to conducting business will be enforced on the exhibit floor. If you have noise issues with a neighboring exhibitor, seek out your Floor Manager for assistance immediately. Demonstrations found to be objectionable due to noise level will be closed down on the third warning.

CONVENTION CENTER REGULATIONS

Refer to KBHCCD Event Resource Guide for complete descriptions and additional information

Affixing of Decorative Materials

Nothing may be taped, nailed, stapled, tacked, or otherwise affixed to doors, ceilings, walls, floors, paint surfaces, fire sprinklers, columns, or windows or any other location within Kay Bailey Hutchison Convention Center (KBHCCD). The only exception is painter's tape, approved by KBHCCD.

Balloons

Helium balloons are not allowed. Static helium balloon displays are permitted as in integral part of the exhibit. Any helium-filled balloons larger than 18" may be used on if they are securely anchored to the exhibit. *Exhibitor must notify Show Management by July 31, 2015 of any helium balloon displays.*

Exhibitor is responsible for retrieving all helium balloons that may escape and float to the ceiling or other areas. Labor costs associated with the removal of balloons will be charged to Exhibitor at the prevailing rate of \$215 per hour with 2 hour minimum.

Columns in Exhibit Halls

Most columns do not have any obstructions; however, some do contain gas lines, fiber boxes for internet, and A/V hookups (not available for exhibitors). If an Exhibitor's booth contains a column with any of these hookups, Show Management will provide a floor plan of the booth depicting these items. If any items are affixed to the column, it must be done only with painter's tape, approved by KBHCCD. Columns can be covered up to the maximum booth height permitted (for example: Island Booths can go up to 20').

Electricity

Up to 100 amp service can be provided at any floor pocket in the exhibit halls. *Exhibitor must submit floor plan minimum of 30 days prior to move-in with location of service to be installed.*

Any power used in a meeting room / ballroom is subject to charges.

CONVENTION CENTER REGULATIONS (CONTINUED)

Floor Load Limits

Exhibit floor: The main exhibit floor load limit is 350 pounds per square foot distributed load.

Ballrooms/All other areas: The floor load limit is 150 pounds per square foot distributed load.

Vehicles/Display Items with Gross Vehicle Weight over 20,000 pounds must be approved prior to placement.

Food & Beverage

All food and beverage must be ordered through Centerplate.

Internet & Wi-Fi

Complimentary Wi-Fi service is located in lobbies. Internet service must be purchased for all other areas, including exhibit hall.

Lighting (Exhibit Hall)

Show level lighting will be determined by Show Management during setup hours. Adequate time will be provided during setup so Exhibitors can adjust displays and submit for lighting changes with floor managers.

If additional lighting is required during setup hours, including 24-hour lighting, Exhibitor will incur overtime lighting charges (ranges from \$28-\$45 per hour, depending on hall where booth is located).

If an Exhibitor needs lights turned off over their booth, the request must be submitted to the floor manager. Lighting changes will take 45 minutes per request. Be aware light changes will incur the following charges:

First light:	\$100
Each additional light:	\$50
After hours:	\$90

CONVENTION CENTER REGULATIONS (CONTINUED)

Operating Hours

Standard operating hours for KBHCCD are 6:00 a.m. – 10:00 p.m.

During setup, if Exhibitors are on the show floor past 10:00 p.m., they can remain in the exhibit hall but re-entry will not be permitted.

Roof Access

Roof access is not permitted. Signs and banners may not be hung from the roof of the building. Antennas may not be installed on the roof.

Tents & Covered Structures

Exhibitor must notify Show Management by July 31, 2015 of any tent & covered structures within exhibits.

Tents up to 100 Sq. Ft.

KBHCCD allows ten by ten (10x10) feet or one hundred (100) square foot tents in the exhibit floor.

Tents 101 – 300 Sq. Ft.

Tents larger than one hundred and one (101), up to three hundred (300) square feet in size must be shown on the floor plan and will be allowed with the following requirements:

A smoke alarm must be installed in each tent

A 2A-10BC type fire extinguisher must be located in each tent

Tents 300+ Sq. Ft.

Tents larger than 300 square feet will be evaluated on a case by case basis. Detailed plans must be provided.

All tents must be open on at least three (3) sides.

Storage of combustible materials must be limited to one (1) day's usage.

Vehicles will not be allowed to be stored under tents.

CONVENTION CENTER REGULATIONS (CONTINUED)

Trailers & Vehicle Displays

Exhibitor must notify Show Management by July 31, 2015 of any trailers or vehicles within exhibits.

Display trailers must have one smoke alarm installed inside the trailer for every 100 sq. feet of display space.

One (1) twenty (20) pound 2A-10BC type fire extinguisher must be readily available in unobstructed view.

Storage of combustible materials must be limited to one (1) day's usage.

Shepard Exposition Services will assess a mobile spotting fee of \$150 round trip for each vehicle. Vehicles operated by exhibitors may be allowed on the exhibit hall floor, if Shepard determines such activity to be operationally feasible and safe. All vehicles operated on the exhibit hall floor must be escorted by Shepard personnel. All local fire marshal rules and regulations apply. Please call Shepard Exposition Services customer service for details.

Automobiles, trucks, tractors and other vehicles may be displayed in exhibit halls only if approved by KBHCCD, under the following conditions:

- Fuel tanks shall contain no more than one-quarter tank or five (5) gallons of fuel, whichever is the least, with a locking gas cap or tape over the gas cap.
- Battery cables must be disconnected from the ignition system, and keys for display vehicles must be held by a responsible person at the display location.
- Floor plans must indicate where vehicles are to be located and vehicles shall not be moved during show hours.
- KBHCCD flooring (exhibit hall, carpet, terrazzo, and epoxy) must be protected from potential fluid leaks. A drip pan is highly recommended under the vehicle's drive train.
- Refueling is prohibited in the facility.
- Arrangements must be made with Dallas Fire-Rescue to inspect and tag all vehicles prior to placement inside the building.

Vehicles may not be washed on property unless waste water is contained, collected and disposed of properly. Waste water from vehicles may not enter the storm drain system. KBHCCD can assist in providing a list of contractors that are approved by the City of Dallas Office of Environmental Quality. These contractors provide containment units, pumps, and other items necessary to protect the environment. A copy of the contractor's manifest, indicating waste disposal location(s), must be submitted to Show Management 60 days prior to EXPO.

CONVENTION CENTER REGULATIONS (CONTINUED)

Two-Story Booths

Exhibitor must notify Show Management by July 31, 2015 of any two-story booths within exhibits.

Any exhibitor planning to utilize a two-story booth is required to submit two (2) accurately scaled floor plans and two (2) lists of materials to be used in the construction (supplied by a licensed architect and/or structural engineer) to the Dallas Fire-Rescue Department, Inspection and Life Safety Division – Special Events Section by mail or fax sixty (60) days prior to the event.

Send to:

Nimbe Badejogbin, Fire Marshal

1551 Baylor St. #400

Dallas, TX 75226

214.671.9312

nimbe.badejogbin@dallascityhall.com

The exhibitor shall comply in all aspects with all applicable local fire and building codes, and shall secure any and all local licenses or other approvals and submit them to Show Management a minimum of sixty (60) days prior to the move-in of your event.

An independent automatic fire suppression system must be provided for the inside of the first floor, or an equivalency. The equivalency required may be one or more of the following:

- For every 100 net square feet of booth space covered by a second floor, a smoke alarm must be installed.
- One (1) twenty (20) pound 2A-10BC type fire extinguisher must be readily available in unobstructed view.
- Enclosed areas of the booth (closets, offices, storage areas, etc.) are equipped with functioning smoke alarms.
- The smoke alarms must be tied to a strobe/horn on the outside of the structure.
- A Fire Watch provided by the Dallas Fire-Rescue Department (DFD Fire Inspector currently \$60 per hour during regular business hours and \$70 per hour before or after regular business hours) may be required during show hours or any time the booth is occupied.

UNION LABOR & JURISDICTIONS

Labor Regulations

Texas is a "right-to-work" state. Exhibitor personnel may set up their own exhibits if so desired using their own non powered tools and full time company personnel. Union Labor is available to assist in the installation and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates.

Union Labor is not required to put your products on display, to open cartons containing your products, nor to perform testing, maintenance or repairs on your products.

Material / Freight Handling Jurisdiction

Shepard Exposition Services has the responsibility of receiving and handling all exhibit materials and empty crates that comes in via over the road carriers. It is Shepard's responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. Shepard will not be responsible, however, for any materials they do not handle.

Exhibitors may unload their own privately owned vehicles provided they do not use any material handling equipment (forklifts, dollies, flat beds, pallet jacks, etc.). Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at the owner's expense.

The Fire Marshal absolutely prohibits the storage of empty containers in the exhibit hall. Arrangements have been made with Shepard Exposition Services to store empty crates. Please refer to the exhibitor manual for the handling of empties, disposal of skids, etc.

Gratuities / Breaks

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Do not give coffee breaks other than mid-morning and mid-afternoon, when the union has a 15 minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Shepard Exposition Services.

In General

Exhibitors do not have to respond to grievances or complaints from union and trade personnel with respect to work jurisdictions. Please refer all such disputes and/or questions to Shepard management personnel immediately.

Safety

Safety of everyone working in the hall is of our utmost concern at all times. Standing on chairs, tables and other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Shepard Exposition Services cannot be held responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Labor Order Form included in the exhibitor manual and the necessary ladders and tools will be provided.

EXHIBITOR REGISTRATION

ONLINE REGISTRATION BEGINS JULY 8

- [Types of Badges](#)
- [Complimentary Badges](#)
- [Online Badge Registration](#)
- [Onsite Badge Pick-Up](#)

EXHIBITOR REGISTRATION

ONLINE REGISTRATION BEGINS JULY 8

Types of Badges

Exhibitor Badges

Exhibitor badges provide access to the show floor during setup, show hours, and during tear down.

Exhibitors should order exhibitor badges for any personnel who needs full access the show floor, including, employees, independent contractors (including host and hostesses). Exhibitor badges provide full access to the show floor, so if ever used or assigned inappropriately, this compromises the safety and protection of intellectual property, products, and exhibits.

Set-Up Badges

Set-up badges provide access to the show floor only during setup and tear down. This badge cannot be used to access the show floor during trade show open hours, and should be used for independent contractors or employees at the convention center to setup the booth.

Wristbands

Wristbands will be available onsite for Exhibitor-Appointed-Contractors (EACs) and provides access to the show floor during setup hours only. You do not need to register EAC personnel through online exhibitor registration. When EACs arrive at the convention center, they must check in with the Shepard Exposition Services desk by the loading docks to receive their wristband.

Complimentary Badges

Each exhibitor receives up to (4) free Exhibitor and (4) free Set-Up badges per 10x10 booth. Additional badges can be ordered and paid for online for \$10 each.

Example:

- 10x20 Booth (8) free Exhibitor and (8) free Set-Up Badges
- 20x20 Booth (16) free Exhibitor and (16) free Set-Up Badges
- 20x30 Booth (24) free Exhibitor and (24) free Set-Up Badges

ONLINE BADGE REGISTRATION

ONLINE REGISTRATION BEGINS JULY 8

REGISTER

1) Enter your Company ID and Password (DAL###)

Need your login information? Please contact Danielle Mulvaney at dmulvaney@cedia.org

2) Complete the Exhibitor Main Contact Details page

3) On the Menu page, you have three options:

- Select the **One Touch Registration** option to register individuals who are already in the CEDIA Membership Database. Select the "Reg Type" next to the individual you want to register. Once you have selected the individuals to receive badges and if confirmation emails should be sent, click "Register List".

If there are individuals who are no longer employed with your company and they need to be removed, select the "No Longer Employed Reg Type" option next to their name.

- Select the **Additional Staff Registration** option to register individuals not yet in the Membership Database. To add a name, select the "Reg Type" and enter their first name, last name and email address in the area provided. You can register up to 20 staff at a time. If additional staff need to be added, simply register 20 at a time using the same form and submitting after each group.
- Select the **Search Registrations** option to review or make any changes to staff already registered. To view the entire registration list for your company, leave the search fields blank and select "Search". To view an individual's record, click their name to view their registration details. Select "Cancel Registration" to remove the badge, or click Edit Details to change the registrant's information.

NEW! First and last name, and a unique email address are required for all personnel you wish to register for badges, who have not been registered for a previous CEDIA EXPO.

Time Saving Tip: Email regconciierge@cedia.org your list including first name, last name, unique email address, and badge type (Exhibitor or Set-Up) and we'll register your personnel for you!

ONSITE BADGE PICK-UP

Exhibitor badges are not mailed prior to EXPO.

Badges must be picked up onsite in Exhibitor Registration, located in Upper Lobby D at the convention center. A self-serve badge pick up kiosk will be available in Exhibitor Registration for your convenience, and for after-hours badge pick up. *Please be aware exhibitor badges can no longer be printed at self-serve kiosks located at select hotels or the airport.*

Exhibitor Registration

Monday, October 12	8:00 a.m. – 6:00 p.m.
Tuesday, October 13	7:00 a.m. – 6:00 p.m.
Wednesday, October 14	7:00 a.m. – 6:00 p.m.
Thursday, October 15	7:00 a.m. – 12:00 p.m.*

*After 12:00 p.m. on Thursday, October 15, stop by any attendee registration kiosk for assistance.

HELPFUL TIPS:

- Online exhibitor registration will remain open throughout the duration of the show.
- All demonstrators and models working in your exhibit space must be registered for an Exhibitor badge.
- Exhibitor badges will only be produced with the contracted exhibitor's name.
- Additional badges may be purchased over your complimentary allotment for \$10 each.
- A form of ID will be required when picking up a badge.
- Lost badges that need to be reprinted are subject to a \$25 fee.
- An individual should only be registered for a Booth badge or a Set-up badge – not both. If an individual will be on the show floor during show hours and set-up, only an Exhibitor badge is necessary.
- Do not register your dealers or customers through Exhibitor Registration. If you want to register your dealers, simply send us your dealer list and we can assist with the registration directly. This will prevent duplicate registrants and make registration easy for you!
- Badges are the property of show management and are non-transferable. The lending/sharing of badges is prohibited and will result in confiscation.

HOTEL & CITY INFORMATION

- Hotel Reservations
- Shuttle Service
- Parking
- Transportation & Travel Discounts

HOTEL RESERVATIONS

Secure your hotel reservations in the exhibitor room block through CEDIA EXPO Housing, powered by Meeting Services Unlimited.

- [Dallas Hotel Map](#)
- [List of Hotels with Rates and Amenities](#)

HOTEL RESERVATIONS

Important Deadlines:

DATE	TASK
September 14	Last day to make changes to reservations at Omni Dallas Hotel
September 16	Last day to make changes to reservations at NYLO Dallas South Side Hotel
September 29	Last day to make reservations, changes or cancellations to reservations through CEDIA EXPO Housing.
October 9	Contact hotels directly to make changes to reservations. Cancellation fees from hotel may apply.

Questions?

Contact CEDIA EXPO Housing, powered by Meeting Services Unlimited:

877.307.0325 or 317.472.3939 or email CEDIAHousing@conventionmanagers.com.

Please be advised that only CEDIA Staff and CEDIA EXPO Housing powered by Meeting Services Unlimited representatives speak on behalf of CEDIA. If you opt to do business with other entities other than CEDIA EXPO Housing powered by Meeting Services Unlimited, you are doing so at your own risk. If you encounter any problems between your company and the hotels or the other entities, CEDIA will not be able to assist you. If you have specific hotel questions, please contact CEDIA EXPO Housing powered by Meeting Services Unlimited at 877.307.0325 or 317.472.3939.

SHUTTLE SERVICE

Free shuttle bus service will operate between the Kay Bailey Hutchison Convention Center and most hotels from Wednesday, October 14 – Saturday, October 17. The Omni Dallas and Aloft hotels are within walking distance, so no shuttle will be provided for guests at these hotels. Please note CEDIA will NOT provide a shuttle from the airport.

SHUTTLE SCHEDULE

PARKING

Car, truck, and trailer parking at the convention center is easy. The garage and three surface parking lots (Lots C, D, and E) can accommodate almost any vehicle; however, overnight parking or utility connections for campers and RVs is not permitted. Parking is \$15 per entry.

MORE INFORMATION



TRANSPORTATION

Shuttle service is not provided by CEDIA to/from the airport. You are encouraged to use the Dallas Area Rapid Transit (DART) to easily get from the airport to your hotel.

DART Information:

[Dallas Fort Worth Airport](#)

[Dallas Love Field Airport](#)

For your own personalized hotel route use this [DART Trip Planner](#).

Transportation to Local Attractions

If you are interested in visiting other attractions in Dallas, the [D-Link](#) is a special bus service allowing you to visit districts of downtown Dallas and historic Oak Cliff.

Quick Links:

[Dallas CVB](#)

[DART](#)

TRAVEL DISCOUNTS

We've negotiated rates with top travel providers to help you save on your trip to Dallas, including airfare and car rental discounts.

[MORE INFORMATION](#)

PRESS & MARKETING

- Marketing Resources
- Show Guide Company Listing
- Promote to Attendees: New Product Launch, Giveaways, Special Events, Video Challenge
- Promote to Press: Media Preview Event, Media Profile, Electronic Lifestyles® Awards, Press Kits, Press Conference Scheduling, Press List
- Show Daily Advertising
- Sponsorship Opportunities
- Booth Activities during Pre & Post-Show Hours

MARKETING RESOURCES

Supplement your marketing efforts with CEDIA EXPO resources to promote your exhibit and enhance your booth traffic. Tailor to your brand and use these in your promotional materials, online, in email signatures, and in your marketing campaign!

MORE INFORMATION

CEDIA EXPO Logos

Download the CEDIA EXPO 2015 logos at cedia.net/expo under Exhibitor Information > Exhibitor Resources > Marketing Materials.

Web Banners

Let people browsing your site know that you're exhibiting at CEDIA EXPO with these free web banners.

Visit cedia.net/expo to download the resources today.

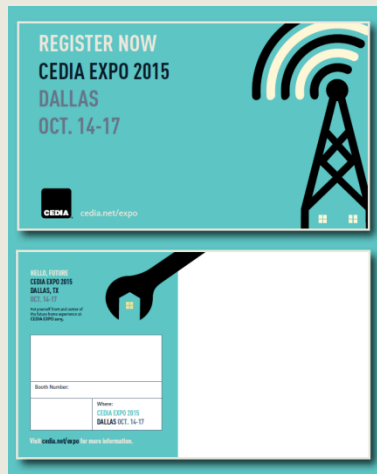


MARKETING RESOURCES

Postcard Mailer

Use this free template to customize with your company logo, product images, and booth number.

Download the editable files for this CEDIA EXPO 2015 marketing postcard at cedia.net/expo



Custom Guest Passes

Invite home technology professionals to CEDIA EXPO with your custom guest passes. Your pass will include a customized code exclusive to your company that enables your guest to receive free tradeshow registration.

Deadline: Order by **JUNE 18** for passes to be received by early July

Deadline: Order by **AUGUST 11** for passes to be received by late August



[MORE INFORMATION](#)

How to Market Your Booth at CEDIA EXPO

Start planning early to ensure every possible marketing angle is covered, and reap the maximum return on your tradeshow investment.

[MORE INFORMATION](#)

SHOW GUIDE COMPANY LISTING

Update your printed & online Show Guide listing by Friday, July 10! Any updates made after July 10 will be reflected in the online exhibitor directory and mobile app only.

The Show Guide and CEDIA EXPO mobile app are the primary resources used by attendees to learn who is exhibiting at the show, what products/services are being exhibited, and contact information so they can build a plan for who they want to visit.

The printed company listing includes:

- Company Contact Information
- Company Description (up to 25 words)
- Products to be Exhibited (up to 25 words)
- Product Categories (up to 2 printed, up to 10 online)

DEADLINE: JULY 10

UPDATE COMPANY LISTING

Listing information is not carried over from previous years, and is not tied to the membership record, so it's important to update your information now! How your listing appears for the printed and online Show Guide is how it will also appear in the CEDIA EXPO mobile app.

If you need your ID and Password to login, contact Danielle Mulvaney at dmulvaney@cedia.org.



Fair Guide and EXPO-Guide are not affiliated with CEDIA EXPO. The only directories and guides affiliated with CEDIA EXPO are those published by CEDIA, including the official Show Guide. If you have any doubts about directory/guide solicitation using the CEDIA EXPO name (including any solicitation that requires payment to an address in a foreign country), please contact Show Management immediately.

PROMOTE TO ATTENDEES

Notify Show Management of what needs recognition so it can be promoted through CEDIA EXPO marketing:

NEW PRODUCT LAUNCH

Get the word out on the new products you'll be releasing at CEDIA EXPO. Let us know what products you are launching for recognition in CEDIA EXPO marketing, the CEDIA EXPO App, Navigator, and the website. Build more exposure for your new products!

[SUBMIT ONLINE](#)

GIVEWAYS

Everyone likes to win free swag! Generate more buzz about CEDIA EXPO and enhance the attendee experience – notify Show Management of your giveaway for added promotion.

[SUBMIT ONLINE](#)

SPECIAL EVENTS

Hosting a party of special event during CEDIA EXPO? Attract attendees to your special event held in your booth or at an off-site location after hours. Share the event details with Show Management for your special event to be listed on the CEDIA EXPO website visible to all attendees!

[SUBMIT ONLINE](#)

SOCIAL MEDIA TIPS

Build your social media presence using Twitter, Facebook and LinkedIn. Not sure where to begin? Check out these tip sheets about how to start.

- [Facebook 101](#)
- [Twitter 101](#)
- [LinkedIn 101](#)

EXHIBITOR VIDEO CHALLENGE

Now is your chance to tell attendees in one minute or less why they need to visit your booth at CEDIA EXPO. CEDIA will help promote your booth by pushing out your video link via social media. Simply upload your video on your own YouTube channel and send us the link – it's that simple!

Email your link to Danielle Mulvaney at dmulvaney@cedia.org

FOR MAXIMUM EXPOSURE, SUBMIT ALL
PROMOTION INFORMATION **FROM JUNE 1 -
SEPTEMBER 15**

[MORE INFORMATION](#)

PROMOTE TO PRESS

MEDIA PREVIEW EVENT

Connect with members of the press, highlight your new products, and make appointments with leading editors before the show floor even opens.

The CEDIA EXPO Media Preview is an invitation-only event for editorial press and industry analysts who will enjoy learning about the latest products and technologies in a comfortable relaxed atmosphere between 2:30 p.m. – 5:00 p.m. on Wednesday, October 14 at the Kay Bailey Hutchison Convention Center in the C3-C4 Ballroom.

DEADLINE: **AUGUST 28**

MORE INFORMATION

MEDIA PROFILE

The Media Profile is used by the CEDIA Marketing and Public Relations team to promote exhibitors, their new products and technologies, and the residential electronics systems industry to media outlets nationwide and globally leading up to and during CEDIA EXPO. It is important that you complete and submit this form, including as much information about new products/technologies as possible.

You may complete your Exhibitor Media Profile online [here](#). All information must be submitted on or before Tuesday, September 15 to be included in any CEDIA EXPO press materials before, during and after the show.

DEADLINE: **SEPTEMBER 15**

MORE INFORMATION

ELECTRONIC LIFESTYLES® AWARDS PROGRAM

Enter for the chance to have your latest release vetted by a qualified panel of the very home technology professionals who will be selling and installing it in the field. For the first time, CEDIA will announce the members of the judging panel. Finalists and winners receive pre- and post-show coverage in prominent trade press, video coverage during CEDIA EXPO, and special promotion from CEDIA to its members, plus the prestige of being recognized as an innovator within and outside the industry.

Manufacturer Member Categories

Best New Product
Product Hall of Fame

Competition Deadline

Friday, June 19 at 8:00 p.m. (EST)

MORE INFORMATION

PROMOTE TO PRESS

PRESS KITS

Increase your exposure to Press by supplying press kits for the CEDIA EXPO Press Room. Supply no more than 100 press kits for the CEDIA EXPO press room, with additional copies available in your booth. Press kits on USB flash drives or CDs are preferable.

Press Kit Delivery: We strongly recommend that you hand-deliver your press kits to the CEDIA press room when it opens at **12 Noon Tuesday, October 13**. Be sure to label the boxes with your company name in very large print.

Unable to hand-deliver your press kits? You may also ship your press kits to arrive at the press room beginning October 13. Press materials must be shipped separately from exhibit materials to ensure timely delivery to the press room.

Shipping Information:
CEDIA EXPO 2015

Press Room
c/o Shepherd
Kay Bailey Hutchison Convention Center
Room D222-224
650 S Griffin St, Dallas, TX 75202
For: (Exhibitor Name)
Time Sensitive Material

NOTE: All press kits left in the press room after 5:00 p.m. Saturday, October 17 will be discarded.

PRESS CONFERENCE SCHEDULING

CEDIA EXPO exhibitors may schedule press conferences on a first-come, first-served basis. Press conferences can be held in the CEDIA EXPO press conference room, at the exhibitor's booth, and/or at an off-site location hosted by the exhibitor. CEDIA EXPO press conference scheduling opens on March 30, 2015. [Click here](#) to request your time.

SUBMIT REQUEST BEGINNING **MARCH 30**

MORE INFORMATION

PRESS LIST

Request the pre-registered Press List to promote your company, product launches, major announcements, press conferences and activities weeks in advance of CEDIA EXPO. The list is *FREE* so be sure to take advantage of this opportunity!

SUBMIT REQUEST BEGINNING **AUGUST 14**

CLICK HERE

SHOW DAILY ADVERTISING

The CEDIA EXPO 2015 Show Daily and VIP Edition will provide complete coverage of:

- Late-breaking pre-show industry news and news direct from the show floor
- CEDIA new product announcements
- Interviews and commentary from the show floor
- Industry trends and analyses
- Complete exhibitor directory and show floor maps
- Index of all workshops, training, and show events

Show Daily Advertising Rates

FREE Editorial Coverage

SPONSORSHIP OPPORTUNITIES

Want additional exposure? Sponsorships are a great way to make this happen! Contact the CEDIA Sales Team at sales@cedia.org to learn about available sponsorship opportunities.

- [Online & Print Map Opportunities](#)
- [EXPO Mobile App Opportunities](#)

Sponsorships apply to the Priority Points accumulated by each EXPO 2015 exhibitor. [Click here](#) to view the priority points policy.

BOOTH ACTIVITIES DURING PRE & POST-SHOW HOURS

Planning to host an event or meeting in your exhibit space during non-tradeshow hours?

Complete the order form for approval and security authorization by September 24. Any forms received after this date may not be approved.

*Is your meeting with Manufacturer Sales Representatives only? You do not need to complete this form. Sales Representatives must pick up an **orange ribbon** in attendee registration which allows them full access to the show floor prior to and after show hours.*

Available Event / Meeting Hours:

	PRE-SHOW HOURS	POST-SHOW HOURS
Thursday, October 15	Requires Show Management Approval	6:00 p.m. – 9:00 p.m.
Friday, October 16	8:00 a.m. – 9:00 a.m.	6:00 p.m. – 9:00 p.m.
Saturday, October 17	8:00 a.m. – 9:00 a.m.	

SUBMIT BOOTH ACTIVITIES REQUEST BY: **SEPTEMBER 24**

[ORDER FORM](#)

FURNISHINGS & RENTAL EXHIBITS

- Carpeting
- Cleaning
- Furnishings
- Booth Packages (10x10 & 10x20 Booths)
- Rental Exhibits (10x10, 10x20, 20x20 Booths)

CARPETING

Aisle carpet will be provided by Show Management throughout the exhibit halls. Aisle carpet and booth drape will be black. All exhibitors are required to have some type of flooring in their booth. You can order carpet through Shepard or bring in your own flooring. Shepard offers two types of carpet: 16oz. expo carpet and 32oz. premium carpet. Select the best option to enhance your exhibit and draw customers in.

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 24**

[ORDER FORM](#)[ORDER ONLINE](#)

CLEANING

Shepard is the exclusive cleaning contractor for CEDIA EXPO, including booth vacuuming and porter service.

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 24**

[ORDER FORM](#)[ORDER ONLINE](#)

FURNISHINGS

Shepard offers a variety of booth furnishings to enhance your exhibit. Items available include standard tables and seating, Executive and specialty furniture, product showcases, and accessories.

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 24**

[ORDER FORM](#)[ORDER ONLINE](#)

BOOTH PACKAGES FOR 10X10 AND 10X20 BOOTHS

FURNISHINGS &
RENTAL
EXHIBITS

Carpeting

Cleaning

Furnishings

Booth Packages
10x10 – 10x20 Booths

Rental Exhibits
10x10, 10x20, & 20x20
Booths

All-Inclusive Packages

Includes custom exhibit booth (3 options),
installation and dismantle, select booth
carpet, daily vacuuming, up to 1,000lbs.
standard material handling, back lighting

ORDER DEADLINE FOR BEST RATES:

SEPTEMBER 24

[ORDER FORM](#)

[ORDER ONLINE](#)

The Grant



All Inclusive Package - System 1			
10' x 10' Booth (66450)			
Qty	Discount	Regular	Amount
	4,500	5,850	
10' x 20' Booth (66453)			
Qty	Discount	Regular	Amount
	9,000	11,700	

The Harrison



All Inclusive Package - System 2			
10' x 10' Booth (66451)			
Qty	Discount	Regular	Amount
	4,500	5,850	
10' x 20' Booth (66454)			
Qty	Discount	Regular	Amount
	9,000	11,700	

The Madison



All Inclusive Package - System 3			
10' x 10' Booth (66452)			
Qty	Discount	Regular	Amount
	4,500	5,850	
10' x 20' Booth (66455)			
Qty	Discount	Regular	Amount
	9,000	11,700	

100 SERIES PACKAGE			
~ 10'x10' Expo Carpet (Select Color) 50255 <div> <div>(01) Red</div> <div>(05) Blue</div> <div>(03) White</div> </div> <div> <div>(13) Teal</div> <div>(05) Blue</div> <div>(06) Black</div> </div> <div> <div>(06) Black</div> <div>(10) Grey</div> <div>(07) Burgundy</div> </div>			
~ 6'Lx42"H Skirted Counter (Select Color) 50047 <div> <div>(01) Red</div> <div>(02) Green</div> <div>(03) White</div> </div> <div> <div>(04) Gold</div> <div>(05) Blue</div> <div>(06) Black</div> </div> <div> <div>(07) Burgundy</div> <div>(10) Grey</div> <div>(13) Teal</div> </div>			
~ (2) Padded Stools with Back 50024 ~ Wastebasket 50091 ~ One Time Vacuuming for 100 sq. ft. 47011 ~ 200 lbs. Material Handling* 35030/35010			
66320	Qty.	Discount	Regular
		817.05	1062.15
300 SERIES PACKAGE			
~ 10'x10' Expo Carpet (Select Color) 50255 <div> <div>(01) Red</div> <div>(05) Blue</div> <div>(03) White</div> </div> <div> <div>(13) Teal</div> <div>(05) Blue</div> <div>(06) Black</div> </div> <div> <div>(06) Black</div> <div>(10) Grey</div> <div>(07) Burgundy</div> </div>			
~ 1 Meter Locking Cabinet (LC3) 66284 ~ Wastebasket 50091 ~ One Time Vacuuming for 100 sq. ft. 47011 ~ Up to 200 lbs. Material Handling* 35030/35010			
66326	Qty.	Discount	Regular
		771.55	1003.00
200 SERIES PACKAGE			
~ 10'x10' Expo Carpet (Select Color) 50255 <div> <div>(01) Red</div> <div>(05) Blue</div> <div>(03) White</div> </div> <div> <div>(13) Teal</div> <div>(05) Blue</div> <div>(06) Black</div> </div> <div> <div>(06) Black</div> <div>(10) Grey</div> <div>(07) Burgundy</div> </div>			
~ 30" Star Base Pedestal Table 50032 ~ (2) Padded Arm Chairs 50021 ~ Wastebasket 50091 ~ One Time Vacuuming for 100 sq. ft. 47011 ~ Up to 200 lbs. Material Handling* 35030/35010			
66323	Qty.	Discount	Regular
		660.75	859.00
400 SERIES PACKAGE			
~ 10'x10' Expo Carpet (Select Color) 50255 <div> <div>(01) Red</div> <div>(05) Blue</div> <div>(03) White</div> </div> <div> <div>(13) Teal</div> <div>(05) Blue</div> <div>(06) Black</div> </div> <div> <div>(06) Black</div> <div>(10) Grey</div> <div>(07) Burgundy</div> </div>			
~ 10'x10' Pierce Booth 66477 ~ Wastebasket 50091 ~ One Time Vacuuming for 100 sq. ft. 47011 ~ Up to 200 lbs. Material Handling* 35030/35010			
66329	Qty.	Discount	Regular
		2513.80	3267.95

Signature Series Packages

Offers one stop shopping convenience
for all of your trade show needs!

Packages vary depending on selection.

ORDER DEADLINE FOR BEST RATES:

SEPTEMBER 24

[ORDER FORM](#)

[ORDER ONLINE](#)

*Some restrictions may apply - material handling based on standard freight, does not include small packages, late to warehouse surcharges, special handling, marshalling yard or other applicable fees.

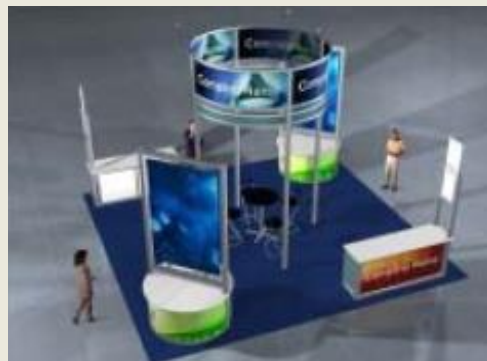
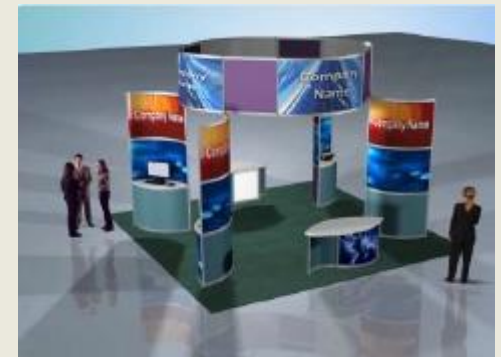
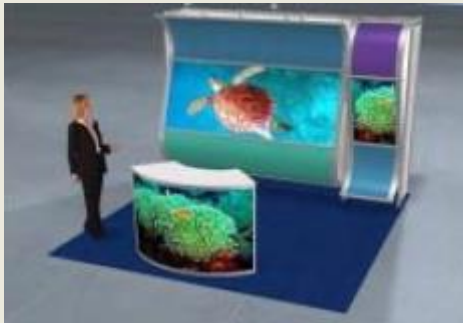
RENTAL EXHIBITS FOR 10X10, 10x20 & 20X20 BOOTHS

Make your booth stand out from your competition and utilize one of Shepard's rental exhibits. Available for 10' x 10', 10' x 20', and 20' x 20' booths, and starting at just \$1,815.

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 24**

ORDER FORM

ORDER ONLINE



BOOTH SERVICES

- AV
- Cable TV
- Catering
- Electrical
- Floral
- Host & Hostess
- Internet & Network
- Lead Retrieval
- Liability Insurance
- Photography
- Plumbing
- Security

BOOTH SERVICES

Audio Visual

Markey's Rental & Staging is the official provider of audio visual and computer equipment for CEDIA EXPO.

Contact: Mark Turner
Tel: 317.781.4110
Email: cediabooths@markeys.com

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 15**

ORDER FORM

Booth A/V

ORDER FORM

Manufacturer
Product Training A/V

Cable TV

Time Warner Cable Business Class is the cable TV provider at the Kay Bailey Hutchison Convention Center. Orders can be only be placed between September 14 – October 7. Orders take 3-5 business days to process.

Contact: Odette Almonte
Tel: 210.510.3812
Email: odette.almonte@twcable.com
Web: business.timewarnercable.com

ORDERS CAN ONLY BE PLACED BETWEEN
SEPTEMBER 14 – OCTOBER 7

Catering

Centerplate is the exclusive catering service at the Kay Bailey Hutchison Convention Center. All food and beverage brought on premise must be purchased through and prepared by Centerplate.

Centerplate

Contact: Sujei Rubio
Tel: 214.743.2404
Email: sujei.rubio@centerplate.com

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 24**

ORDER FORM

MENU

BOOTH SERVICES

Electrical

The Kay Bailey Hutchison Convention Center is the exclusive provider of electrical services within the facility. All energizing of electrical services is to be completed/performed by DCC personnel. All electrical material and equipment must be grounded. Electrical cord(s) placed under carpet must be installed by DCC personnel.

Wall outlets and post outlets are not a part of booth space.

All approved electrical cords must be at least 14 gauge and 3-wire grounded type. 2-Wire cords (zipcords or ripcords) are UNACCEPTABLE unless the cord is a component part of an assembly which is specifically approved. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded.

When submitting your order, include a scaled diagram indicating orientation of the booth and utilities placement. This is especially important for Island booths.

Order your utilities early! Utilities are installed at certain times during setup and orders placed onsite often need to be processed and fulfilled during off-hours, which may prolong your setup.

Kay Bailey Hutchison Convention Center
Convention Services
Tel: 214.939.2726
Fax: 214.939.2740

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 15**

[ORDER FORM](#)

BOOTH SERVICES

Floral

TLC National Florist is the official florist for CEDIA EXPO 2015. A representative will be available at the Exhibitor Service Center during move-in and show hours to assist with your floral needs.

Tel: 770.507.6777
Email: plant@tlc-florist.com
Web: www.tlc-florist.com

ORDER FORM

Host & Hostess

A variety of professional host and hostesses are available through LB & Associates. Talent includes crowd gatherers, demonstrators, narrators/spokesperson, interpreters, and specialty talent.

Contact: Lisa Breitman
Tel: 323.363.5435
Email: lisa@lbandassociates.com
Web: www.lbandassociates.com

ORDER FORM

Internet & Network

SmartCity is the exclusive provider of internet, network, and telephone services for CEDIA EXPO. Complimentary WiFi is available in the convention center lobbies, but does not extend into the exhibit hall. Internet service must be ordered for your exhibit space and Manufacturer Product Training room, if applicable.

Tel: 888.446.6911
Fax: 702.943.6001
Email: csr@smartcity.com

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 24**

ORDER FORM

BOOTH SERVICES

Lead Retrieval

Attendee lead retrieval information will be captured with the NFC badge. ITN International offers numerous solutions to capture attendee data.

Tel: 801.676.7933
Email: exhibitors@itnint.com
Web: www.bcard.net

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 3**

ORDER FORM

ORDER ONLINE

Show Code: CEDIA15

Liability Insurance

As a standard requirement of all CEDIA EXPO exhibitors, it is necessary for you to provide proof of general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 in all. Proof of coverage, satisfying these minimums, must be in place prior to your scheduled move-in date. You will not be allowed to move-in/exhibit without proper insurance coverage in place.

If you do not have this coverage in place, CEDIA has made arrangements with Benefit Resourcing International so you can acquire this coverage at significant savings by purchasing as part of a group.

Click to order online, complete a short questionnaire and you will obtain this coverage for \$75.00 plus tax.

Contact: Michael George
Tel: 317.735.4072
Email: mgeorge@amj-ins.com

ORDER ONLINE

BOOTH SERVICES

BOOTH
SERVICES

AV

Cable TV

Catering

Electrical

Floral

Host & Hostess

Internet & Network

Lead Retrieval

Liability Insurance

Photography

Plumbing

Security

Photography

The Photo Group offers Architectural Exhibit Photography, Editorial / Event Photography, and Video Services.

Contact: Nicole Kamens
Tel: 800.752.6913
Fax: 707.474.3832
Email: nicole@thephotogroup.com
Web: www.thephotogroup.com

ORDER FORM

Plumbing

The Kay Bailey Hutchison Convention Center is the exclusive provider of plumbing services (compressed air, water, drains, and gas) within the facility. When submitting your order, include a scaled diagram indicating orientation of the booth and utilities placement.

Order your utilities early! Utilities are installed at certain times during setup and orders placed onsite often need to be processed and fulfilled during off-hours, which may prolong your setup.

Kay Bailey Hutchison Convention Center
Convention Services

Tel: 214.939.2726
Fax: 214.939.2740

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 15**

ORDER FORM

BOOTH SERVICES

Security

Protect your booth by having civilian personnel or a police officer in your booth. Order booth security from Dupree Security Group.

Contact: Les Dupree or Mary Brown
Onsite Tel: Ryan Worsham, 770.294.6283 cell
Tel: 404.350.8355
Email: les@dupreesecurity.com or
mary.brown@dupreesecurity.com

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 15**

ORDER FORM

SHIPPING & MOVE-IN

- Material Handling Rates & Info
- Targeted Move-In
- Shipping Address & Labels
- Marshaling Yard
- Shepard Logistics
- Storage
- Motorized Unit/Vehicle Spotting Fee
- Outbound Bill of Lading/Shipping Labels

MATERIAL HANDLING

CEDIA negotiated with Shepard to provide blended material handling rates which means there is only one rate for advance shipments to the warehouse and one rate for direct shipments to the convention center. Blended rates **eliminate** most of the additional fees or surcharges associated with drayage and makes it easy to budget your material handling!

Advantages of using blended rates for material handling:

- **No** Off-Target Fees!
- **No** Marshaling Yard Fees!
- **No** Additional Handling Fees! Multi-load shipments will no longer be charged additional handling which means you can enjoy additional savings on your shipping costs.
- **No** Overtime Fees for moving your freight in or out on weekends, holidays, before or after normal business hours. With the show breaking on Saturday, this is a huge savings!

	Blended Material Handling Rate*
Direct Shipments to Show Site	\$75.00
Advance Shipments to Warehouse	\$77.00
Small Packages (FedEx/UPS/DHL under 30 lbs.)	\$38.50 each carton / \$77 min. per shipment

*Rates are per 100 lbs. with 200 lb. minimum

Computation of Material Handling:

When recording weight, round up to the next 100 lbs.

For example:

285 lbs. = 300 lbs. / 100 lbs. = 3 X Blended Rate = \$Amount or minimum charge, whichever is greater

MATERIAL HANDLING AUTHORIZATION

MORE INFORMATION

WHAT IS MATERIAL HANDLING?

Also known as Drayage, material handling includes:

- Unloading your booth materials from your shipping carrier at the warehouse or show site
- Delivery to your booth
- Removing and storing empty containers
- Returning containers to booth once show closes
- Reloading your materials back onto your designated shipping carrier

This is a one-time charge for incoming and outgoing shipments.

SHIPPING & MATERIAL HANDLING TIPS

- Receive quotes from multiple carriers to find one that best fits your needs. You are not required to use Shepard Logistics to ship your materials, but there are many benefits if you do select them to ship your materials.
- Use the shipping labels available and place on each side of your booth materials.
- Communicate with your carrier the target move-in date for your booth.
- If possible, try to ship all your materials together to eliminate multiple shipments. Not only will you save with your carrier, but also on your material handling charges. One consolidated shipment is less expensive than multiple shipments where you pay the 200lb. minimum on each.
- Once you have unpacked all your booth materials, stop by the Service Desk to pick up the Empty Labels to place on each container. Shepard will pick up these empty containers to store for the duration of the show and will return them to you after the show closes.
- Notify your carrier what day your materials will be ready for pick-up and confirm all details with them. Remain with your shipment until your carrier arrives and Shepard moves your materials to the dock.

MATERIAL HANDLING: TIPS TO SAVE MONEY

Consolidate your shipments

Because there is a 200 lb. minimum on each shipment received, consolidate smaller shipments to save money. This money-saving option is available regardless if you ship in advance to the warehouse or direct to the convention center.

Example:

2 Separate Shipments

Shipment 1: 50 lbs. - billed at 200 lbs. = \$154

Shipment 2: 75 lbs. - billed at 200 lbs. = \$154

TOTAL = \$308

1 Consolidated Shipment

Shipment: 125 lbs. - billed at 200 lbs. = \$154

TOTAL = \$154

Signature Series Shipping

Ship with Shepard Logistics and utilize *Signature Series Shipping* to receive the following benefits:

- 10% discount off material handling rates (restrictions apply)
- Worry-free shipping to and from the show
- Priority Empty Service – priority of empty return at the close of show
- Volume discounted shipping rates
- Charges will be billed to your show invoice – one less invoice/bill to keep track of
- No driver wait fees

	Blended Material Handling Rate	<i>Signature Series</i> Blended Material Handling Rate
Direct Shipments to Show Site	\$75.00	\$67.50
Advance Shipments to Warehouse	\$77.00	\$69.25

To setup your *Signature Series Shipping* please call 888-568-8858 or complete the Shepard Logistics Order Form. *Signature Series Shipping* does not apply to shipments considered small package, local or shipments over 10,000 lbs. Roundtrip SLS shipping is required to qualify for *Signature Series Shipping*.

TARGETED MOVE-IN

Targeted move-in dates have been assigned to all exhibitors based on your booth size and location. Ideally, this is the date when you schedule for your freight to arrive. It is recommended you wait until the day AFTER your targeted move-in to begin your booth setup. This way, you are not paying for labor to wait around until your freight arrives to the booth.

TARGET FLOOR PLAN

TARGET CONFIRMATION

Exhibitors must submit the Target Confirmation Form to Shepard no later than September 24 to confirm your targeted move-in date. Exhibitor shipments arriving at show site that have not completed this form will be unloaded AFTER those who have confirmed their targeted date on a first-come, first-serve basis.

TARGET CONFIRMATION FORM

DEADLINE: **SEPTEMBER 24**

TARGET DATE CHANGE REQUEST

If you would like to request a change in your assigned target date, complete and return this form. All requests will be reviewed and responded to within one week of receiving request.

TARGET DATE CHANGE REQUEST

DEADLINE: **SEPTEMBER 24**

SHIPPING ADDRESS & LABELS

Download the shipping labels based on where & when you are shipping:

- Advance Warehouse Shipping Labels**
 Freight must arrive between September 17 – October 5
- Direct to Show Shipping Labels**
 Freight must arrive between October 8 – October 16. Refer to Targeted Move-in Floor Plan for specific date your freight should arrive at convention center based on your booth size and location.
- Hanging Sign Advance Warehouse Shipping Label**
 To avoid delays, ship your hanging sign in advance to the warehouse separate from all other booth freight. Hanging signs must be identified and readily available since they are installed first, before the show floor becomes encumbered by freight.

ADVANCE WAREHOUSE

TO: (EXHIBITING CO. NAME)

Booth #: _____

c/o UPSF/Shepard Exposition Services
4666 Duncanville Rd
Dallas, TX 75236

Delivery Hours: M-F, 8-4:30 PM

For: CEDIA EXPO

First day freight can arrive w/o a surcharge: September 17, 2015
Last day freight can arrive w/o a surcharge: October 5, 2015

DIRECT TO SHOW

TO: (EXHIBITING CO. NAME)

Booth #: _____

C/O: SHEPARD EXPOSITION SERVICES
Kay Bailey Hutchison Convention Center
650 S Griffin Street
Dallas, TX 75202

For: CEDIA EXPO

MUST NOT BE DELIVERED PRIOR TO:
October 8, 2015 @ 8:00 AM

ADVANCE WAREHOUSE

HANGING SIGN

TO: (EXHIBITING CO. NAME)

Booth #: _____

c/o UPSF/Shepard Exposition Services
4666 Duncanville Rd
Dallas, TX 75236

Delivery Hours: M-F, 8-4:30 PM

For: CEDIA EXPO

First day freight can arrive w/o a surcharge: September 17, 2015
Last day freight can arrive w/o a surcharge: October 5, 2015

Method	Dates Freight Accepted	Address
Advance Shipments to the Warehouse	September 17 – October 5 If freight arrives after October 5, surcharge will apply. Warehouse deliveries not accepted after October 9.	<i>Exhibiting Company Name & Booth Number</i> CEDIA EXPO c/o UPSF/Shepard Exposition Services 4666 Duncanville Rd. Dallas, TX 75236
Direct Shipments to Show Site	Refer to Targeted Move-in Floor Plan Beginning October 8	c/o Shepard Exposition Services <i>Exhibiting Company Name & Booth Number</i> CEDIA EXPO Kay Bailey Hutchison Convention Center 650 S. Griffin Street Dallas, TX 75202

SHIPPING &
MOVE-IN

Material Handling
Rates & Info

Targeted Move-In

Shipping Address
& Labels

Marshaling Yard

Shepard Logistics

Storage

Motorized Unit/
Vehicle Spotting
Fee

Outbound Bill of
Lading / Shipping
Labels

MARSHALING YARD

All vehicles (trucks, van lines, privately-owned vehicles) delivering shipments to show site must check-in at the marshaling yard. Once dock space is available, driver will be notified where to deliver freight.

Marshaling Yard Address

Lot E
500 Memorial Drive
Dallas, TX 75202

Lot E is the parking lot located between Ceremonial Street and the railroad tracks. Follow Shepard signs leading trucks to the yard.

MARSHALING YARD MAP & INFO

Marshaling Yard Hours of Operation

TARGETED EXHIBITORS	
Thursday, October 8	6:00 a.m. – 4:00 p.m.
Friday, October 9	6:00 a.m. – 4:00 p.m.
Saturday, October 10	6:00 a.m. – 4:00 p.m.
Sunday, October 11	6:00 a.m. – 4:00 p.m.
GENERAL MOVE-IN	
Monday, October 12	6:00 a.m. – 6:00 p.m.
Tuesday, October 13	6:00 a.m. – 6:00 p.m.
Wednesday, October 14	6:00 a.m. – 6:00 p.m.
Thursday, October 15	6:00 a.m. – 6:00 p.m.
EXHIBITOR MOVE-OUT	
Saturday, October 17	2:00 p.m. – 8:00 p.m.
Sunday, October 18	6:00 a.m. – 4:00 p.m.
Monday, October 19	6:00 a.m. – 4:00 p.m.
Tuesday, October 20	6:00 a.m. – 12:00 p.m.

CARTLOAD MATERIAL HANDLING SERVICE

If you are arriving in a privately-owned vehicle and have small hand-carried items to be delivered to your booth, utilize this roundtrip cartload service. Service is not available for those arriving in U-Haul, Penske, etc. trucks.

MORE INFORMATION



Shepard Logistics

Complete Transportation Services



Advantages of Shepard Logistics

- 10% material handling discount for round trip SLS customer shipments
- Volume discounting for larger shipments
- Guaranteed price quotes online with online booking and scheduled pick-up
- Preferred and confirmed target times inbound
- Pre-printed bills and shipping labels correctly formatted inbound or outbound
- Free 30-day pre-event storage charges
- Ship direct to show site and avoid warehouse charges when facility permits
- Automated tracking and delivery status reports via email
- No driver waiting time charges inbound or outbound
- No additional trade show fees
- Priority Empty Return Labels to all inbound Logistics Customers
- Guaranteed pick-up outbound from show, with immediate loading following empty return
- Guaranteed on-time delivery to destination city, facility, or warehouse or it is free

Benefits of Shepard Logistics

- Security; immediate outbound loading reduces risk of pilferage or misloading
- Convenience; less paperwork and less tracking
- Efficiency; scheduling travel, labor reliably, and possibly avoiding weekend overtime charges inbound
- Cost Saving; discounting of material handling charge

To take full advantage of the Shepard Advantage, contact

888.568.8858

logistics@shepardes.com

ORDER FORM

STORAGE

SHOWSITE STORAGE

Secured Storage

Materials will be placed into secured storage and will be returned to your booth after the close of the show. The materials will be accessible during the show by Shepard personnel only. A minimum one-hour material handling labor charge at show rates will apply each time material is handled to or from storage. There is no charge to return materials to your booth at the close of the show. **Secured storage rates are eighty (80) cents per square foot, per day (\$100.00 minimum).**

Accessible Storage

Materials in accessible storage will be accessible during the show but not necessarily by exhibitors. The charge for accessible storage is a daily storage fee plus labor each time materials are moved. There will be a \$35.00 per day charge for pallet/skid, into or out of storage, will be billed at the material handling labor rates each time material is moved. This fee is in addition to the labor charge each time stored items are accessed (**\$100.00 minimum**). There will be no charge to return material to the booth at the close of the show during the standard empty return process. Accessible storage is not considered secure and is stored at the sole risk of the Exhibitor.

POST SHOW TRANSPORTATION AND HANDLING

Shepard will store your shipments in their warehouse both before and after your event. Return to warehouse service fee and/or storage per month service fees will apply.

[ORDER FORM](#)[ORDER ONLINE](#)

VEHICLE SPOTTING FEE

As the General Service Contractor, Shepard is responsible for all motorized units/vehicles entering and exiting the hall. Vehicles operated by exhibitors may be allowed on the exhibit hall floor for loading or unloading, if Shepard determines such activity to be operationally feasible and safe. All vehicles on the exhibit hall floor must be escorted by Shepard personnel. The Fire Marshal requires Shepard to verify safety regulations are adhered to.

There is a \$150 round trip spotting fee per unit/vehicle.

Exhibitor must notify Show Management by July 31, 2015 of any vehicles within exhibits.

[MORE INFORMATION](#)

OUTBOUND BILL OF LADING/LABELS

Plan in advance how your booth materials will be shipped at the close of the show. All outbound shipments require a Bill of Lading and shipping labels. Shepard offers complimentary pre-printing of these items. To take advantage of this service, complete the order form and submit to Shepard. Your pre-printed Bill of Lading and labels will be delivered to your booth prior to the close of the show.

[ORDER FORM](#)

[ORDER ONLINE](#)

BOOTH SIGNAGE & RIGGING

- Sign Order Form
- Hanging Signs
- Overhead Rigging

BOOTH SIGNAGE & RIGGING

Shepard provides a variety of signs and banners, and the rigging needed to meet each exhibitor's needs including:

- Foamcore signs and Vinyl Banners

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 24**

[ORDER FORM](#)

[ORDER ONLINE](#)

- Hanging Signs & Overhead Rigging Equipment

Hanging signs are permitted only for Sound Rooms and Island Booths 20' x 20' and larger where all sides of the booths are 20' or longer.

Hanging signs are **NOT** permitted for any other booth type including:

Standard/Linear Booths, Perimeter Booths, and Island Booths **SMALLER** than 20' x 20' where any side is 10' or less

Hanging signs must stay within the footprint of the booth, and there is no minimum or maximum height requirement for the sign – other than the ceiling height. Ceiling height varies throughout the exhibit hall, please contact Show Management for the ceiling height over your specific booth.

Exhibitors are strongly encouraged to send hanging signs separate from all other exhibit materials to the advance warehouse using the special Hanging Sign Shipping Labels.

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 17**

[ORDER FORM](#)

[ORDER ONLINE](#)

BOOTH LABOR

- Union Labor
- Exhibitor Appointed Contractor
- Ground Rigging & Forklift Rental

BOOTH LABOR

Texas is a “right-to-work” state. Exhibitor personnel may set up their own exhibits if so desired using their own non- powered tools and full time company personnel. Union Labor is available to assist in the installation and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates.

Union Labor

Union labor is available to assist in the installation and dismantling of exhibit booths.

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 24**

ORDER FORM

ORDER ONLINE

Exhibitor Appointed Contractor

As the official show contractor, Shepard will provide all standard trade show services, including installation/dismantling labor, but exhibitors may appoint a non-official contractor to provide installation/dismantling labor if certain conditions are met. Submit the EAC form with required documentation for each non-official contractor used.

DEADLINE: **SEPTEMBER 17**

ORDER FORM

Ground Rigging/Forklift Rental & Rigging Labor

ORDER DEADLINE FOR BEST RATES: **SEPTEMBER 24**

ORDER FORM

ORDER ONLINE

SOUND ROOMS

- Sound Room Details (SR1-22)
- Sound Room Added to Booth

SOUND ROOMS

Sound rooms are ideal for demonstrating speakers, projection screens, or when a controlled sound and/or lighting environment is needed. Exhibitors have the option of reserving a stand alone sound room or adding a sound room to their existing booth.

STAND ALONE SOUND ROOMS

Stand alone sound rooms are located along the back of Hall E and Hall F. These sound rooms are labeled Sound Room 1 thru Sound Room 22. Stand alone sound rooms include the cost of the sound room, static display area floor space, electrical for the AC and lighting. Additional electrical requirements must be ordered and paid for by the exhibitor through the convention center.

Outside Dimensions: 16'4" W x 24' D x 10'2" H

Inside Dimensions: 16' W x 23'8" D x 10' H

Static display area: 17' W x 10' D

[MORE INFORMATION](#)



ADD CONFERENCE OR SOUND SUITES TO EXISTING BOOTH SPACE

An exhibitor may rent a conference or sound suite to place in their exhibit space, which must be a 20'x30' or larger in order to accommodate the suite. Conference or sound suites when added to an existing exhibit space start at \$12,500, in addition to the cost of the exhibit space. Electrical is not included in these conference or sound suites and must be ordered and paid for through the convention center.

ORDER DEADLINE: **SEPTEMBER 1**

[ORDER FORM](#)

OMNI DALLAS HOTEL

This information is only applicable to exhibitors with High Performance Audio rooms, Manufacturer Product Training, or Meeting Space at the Omni Dallas Hotel.

- Floor Plans
- Shipping
- Freight Restrictions
- Services

OMNI DALLAS HOTEL: FLOOR PLANS

OMNI DALLAS
HOTEL
INFORMATION

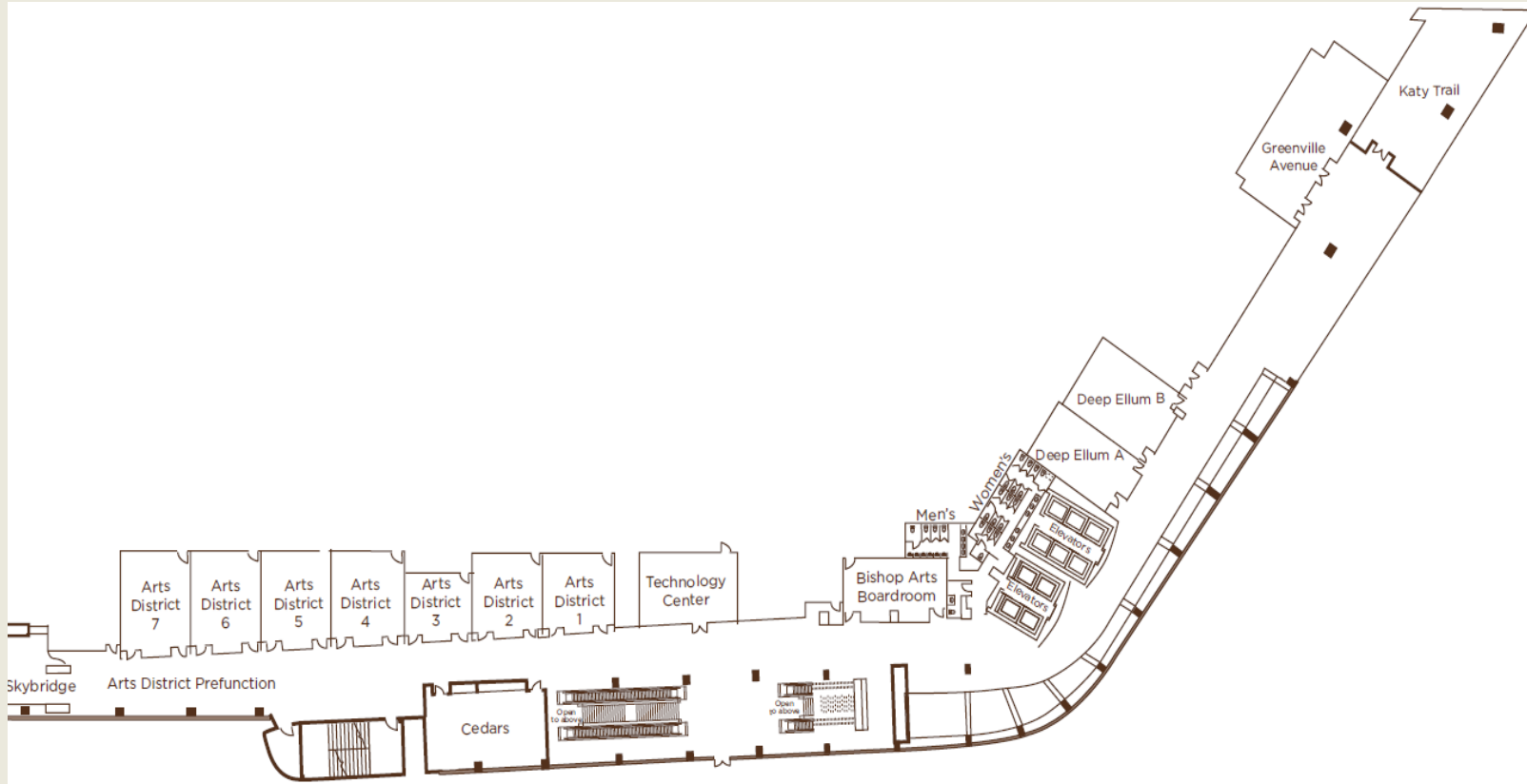
Floor Plans

Shipping

Freight
Restrictions

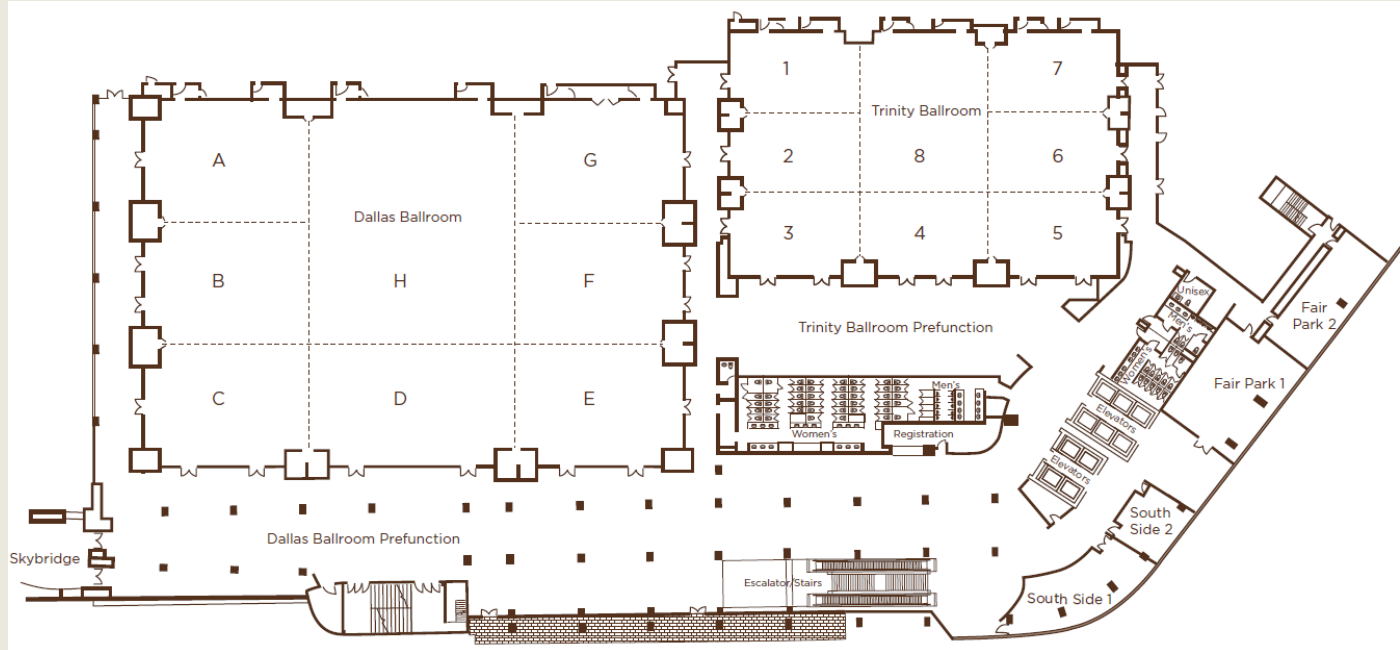
Services

Level Two

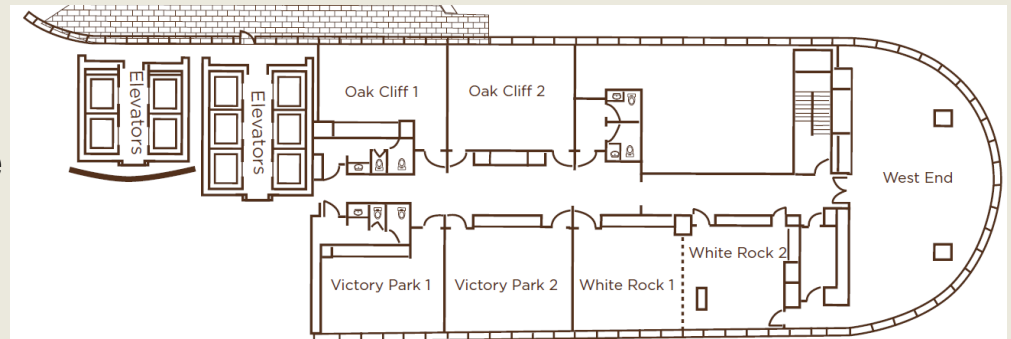


OMNI DALLAS HOTEL: FLOOR PLANS

Level Three



Level Five



OMNI DALLAS HOTEL: SHIPPING

RECOMMENDED SHIPPING METHOD

Ship to the Advance Warehouse. Shipments to arrive at warehouse between September 17 – October 5.

Material Handling Fee: \$77 per 100 lbs. with 200 lb. minimum. There are no additional fees incurred, including labor, special handling, or storage fees when shipping in advance to the warehouse.

Use OMNI Advance Warehouse shipping label and label with your meeting room. Shepard will organize all Omni freight and place on one condensed truck. Shepard will deliver freight to your room as soon as CEDIA has access to the rooms per the contract. Due to the limited service hallways, there is NO storage available outside your meeting room. Shepard will undo the shrink wrap and un-palletize exhibitor items into the room for you in order to have freight delivered into your rooms. If you ship materials in a crate, Shepard will work with you on the delivery to your room once you arrive.

Shepard will have (2) representatives located at the Omni throughout the event as a point of contact for Omni exhibitors, and will coordinate any and all paperwork.

Other Shipping Method (Not Recommended)

Ship directly to the convention center using OMNI specific shipping label. Shipments to arrive beginning October 8.

Material Handling Fee:
\$75 per 100 lbs. with 200 lb. minimum

PLUS labor charge (1 laborer for 1 hr. minimum) on both inbound and outbound.

LABOR RATES:

One hour minimum per worker. Additional time billed in half-hour increments.

Straight Time	8:00 a.m. to 4:30 p.m. Monday through Friday	\$ 74.00
Overtime	4:30 p.m. to 12:00 Midnight Monday through Friday 8:00 a.m. to 5:00 p.m. Saturday and Sunday	\$111.00
Double Time	All of hours and holidays	\$145.00

RUSH

TO: (EXHIBITING CO. NAME)
OMNI HOTEL
ROOM #

c/o UPS/Shepard Exposition Services
4666 Dunsanville Rd
Dallas, TX 75236

Delivery Hours: M-F, 8-4:30 PM
For: CEDIA EXPO

First day freight can arrive w/o a surcharge: September 17, 2015
Last day freight can arrive w/o a surcharge: October 5, 2015

RUSH

TO: (EXHIBITING CO. NAME)
OMNI HOTEL
ROOM #

TO: SHEPARD EXPOSITION SERVICES
Key Bailey Hutchison Convention Center
650 S Griffin Street
Dallas, TX 75202

For: CEDIA EXPO

MUST NOT BE DELIVERED PRIOR TO:
October 8, 2015 @ 8:00 AM

Download the Omni
Shipping Labels

OMNI DALLAS HOTEL: FREIGHT SIZE RESTRICTIONS

All shipments to Omni must be packaged to fit through freight elevator. Specs below:

Floors 1 & 3: Freight Elevator

Max weight is 10,000 lbs.

Max size for items to fit inside elevator: 10'H x 10'W x 15'L

Floors 2 & 5: Service Elevator

Max weight is 500 lbs.

Max size for items to fit inside elevator: 10'H x 5'.5"W x 8'L

All shipments must fit through the service door into the meeting room, or Shepard will un-palletize items to place inside the room. All freight will be delivered from the service hallways. Once shipment is outside your meeting room, Shepard will undo the shrink wrap and un-palletize exhibitor items in order to access and enter the room. If you ship materials in a crate, Shepard will work with you on the delivery to your room once you arrive.

Omni Second Level	Door Size
Arts District 1	3.1' W x 8.75' H
Arts District 2	2.9' W x 8.75' H
Arts District 3	3' W x 8.75' H
Arts District 4	3.1' W x 8.75' H
Arts District 5	3.1' W x 8.75' H
Arts District 6	3' W x 8.75' H
Arts District 7	3.1' W x 8.75' H
Cedars	3.1' W x 8.75' H
Deep Ellum A	3' W x 8.75' H
Deep Ellum B	3' W x 8.75' H
Greenville	3' W x 8.75' H
Katy Trail	3.3' W x 8.75' H

Occupying a room that is not listed?
Contact Show Management for more information.

OMNI DALLAS HOTEL: SERVICES

A/V

Exhibitors can bring their own A/V equipment or rent equipment from Markey's A/V. Contact Dave Morin with Markey's A/V at DMorin@markeys.com with any questions.

ORDER FORM

Catering

All food and beverage needs must be coordinated through the Omni Dallas Hotel Catering Department 30 days prior to the show. To order catering, contact Lilliam Berlinger at 214.979.4541 or lberlinger@omnihotels.com.

Electrical

All electrical service must be coordinated through the Omni's exclusive in-house electrical contractor Encore Event Technologies. To order electrical, Michael Richardson at michael.richardson@encore-us.com.

ORDER FORM

Internet

Encore Event Technologies is the exclusive provider of all high-speed internet and networking requirements within the meeting space. To order internet, contact Michael Richardson at michael.richardson@encore-us.com.

ORDER FORM

Please be aware of Fire Marshal Approval: For a basic room set (classroom style, theatre style, etc.) there is no need for Fire Marshal Approval. Fire Marshal Approval is needed for any sound rooms built in the meeting rooms or for elaborate setups. Notify Show Management at least (45) days prior to show move-in. Show Management will work with Exhibitor and Fire Marshal to receive approval for the design (it takes at least 15 days to submit diagram for approval). The Fire Marshal must be onsite if there is a fog machine being used (both for the testing of the fog machine and the use of the fog machine during the event) in the rooms.